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HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING WASHINGTON, D. C.

ISSUED TWICE A WEEK AND CONTAINING THE LATEST INFORMATION REGARDING THE RULINGS OF THE FEDERAL RADIO COMMISSION, RADIO LEGISLATION, DEPARTMENT OF COMMERCE REGULATIONS, CHANGES IN WAVELENGTH, CALL LETTERS AND POWER, PATENTS, EXPORTS, FEDERAL TRADE COMMISSION RULINGS AND OTHER MATTERS OF INTEREST TO BROADCASTERS AND MANUFACTURERS. :: :: **CONFIDENTIAL—NOT FOR PUBLICATION.** :: ::

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G. W. JOHNSTONE

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WHAT WILL DILL GET OUT OF IT?

Having failed to secure the vice-presidential plum, which admiring friends whispered was to be his reward, the question is being asked, "What will Senator Dill of Washington receive for the active part he took in nominating Governor Roosevelt at Chicago?"

About all Senator Dill, who is the co-author of the Radio Act, has received to date was a "booing" while addressing the Chicago convention when advocating the election of Senator Walsh as permanent chairman. The Washington Senator brought "boos" from the Shouse supporters, chiefly in the galleries, with the assertion that the fight to elect Mr. Shouse was really an effort to "rebuke a man because they want another in that position."

It was obviously embarrassing because just before this incident, Senator Dill had complimented the speakers for keeping the debate upon a "high plane". He noted that there had been no acrimonious statements and that the only personal references were those of praise of the two candidates.

Senator Dill paused a moment, when the "boos" were heard, and then without taking any notice of them, concluded his speech at which time he was liberally applauded.

Critics of the Roosevelt forces charged Senator Dill with being one of the younger statesmen, inexperienced in handling national conventions, who ran things at Chicago to the chagrin of elder Democratic leaders who heretofore had been in control. Senator Burton Wheeler, of Montana, was another named as "too progressive and unsafe". To these supporters was invariably an ironic linking of the name of Senator Huey Long, of Louisiana.

Whether Senator Dill has Cabinet aspirations or not, is not known, but this much can be safely said, the Westerner, at the moment, stands high among the chieftains in the Roosevelt camp and unquestionably will take an important guiding hand in the forthcoming campaign.

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CHICAGO CONVENTION ANNOUNCERS CRITICIZED

"The enterprise of the NBC beating Columbia to it by broadcasting the arrival at the Chicago airport of Governor Roosevelt to the convention itself, as well as to the listening public, was badly offset by their excited announcers", Robert D. Heinl commented in the Washington Post. "Instead of giving the public a chance to listen to the arrival - which in itself was noisy and exciting enough - the announcers Butterworth and Lyon, as they frequently did at critical times during the Convention - began shouting into the microphone like madmen.

"David Lawrence, NBC commentator, in announcing a previous exciting event took exactly the opposite tact. He lowered his voice, did not get excited, spoke infrequently, and gave the impression of one who was quietly letting you in on something behind the scenes.

"The chain announcers at Chicago - and this includes Ted Husing who talked entirely too much - could get some valuable tips for announcing future news events by studying the methods of Frederic William Wile, of Columbia, Bill Hard, NBC, and H. V. Kaltenborn, of Columbia, whose work at the Conventions was admirable throughout. It would have been better if the chains had sent Herluf Provensen, of WRC, and Stanley Bell, of WMAL, both of Washington, to Chicago for the routine announcing. They both know Washington and the national figures and could have handled the event admirably.

"Washington correspondents in the press section who at the White House and Capitol are in the most intimate daily contact with notables and think nothing of it, must have smiled when Butterworth, the radio announcer, rushed to the microphone, so excited he could hardly talk, and bellowed forth to the world that he had just ridden in from the Chicago airport 'in the same car with Mayor Cermak and Governor Roosevelt'".

The above paragraphs about the announcing of the Chicago political conventions brought forth the following comments from readers of the Washington Post.

"Your radio article of criticism of the chain announcers - such as Mr. Ted Husing - is not agreed upon by me or my many radio acquaintances. I have just written Mr. Husing with an apology for what you wrote. We like Mr. Husing's announcements so much, although we do not know him personally, that we invariably turn to his announcing, not only for political but for other programs as well. I wish more were like him."

"A word of hasty commendation for your criticism of announcers at Chicago", another letter reads. "The public is not interested in personal opinions. One announcer in particular seems to think he is as important as the affair he presents. His condescension as he handed over the 'mike' to one of the splendid commentators during the convention was very tiresome."

"I listened in with my two sisters, to broadcasting during the Democratic Convention", the third reader writes, "and this is not the first time we have tried to listen to such a very interesting broadcast. We have on very many occasions wished the announcer would choke. For instance, the continual conversation during some part of the time, when we and our guests would rather have heard the bands or other demonstrations. I second the motion that experienced men be sent to do these jobs in the future."

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RMA DIRECTORS TO MEET

Fred D. Williams of Indianpolis, the newly elected president of the Radio Manufacturers' Association, is arranging a meeting of the RMA Board of Directors during July at Niagara Falls, Canada. The RMA policies and program for the coming year under the new administration of President Williams will be considered at this meeting, the regular mid-Summer meeting of the new governing board of the RMA and the annual visit of the radio leaders to Canadian soil. The meeting will be held at the Clifton House at Niagara Falls.

Continuation of all present services to and privileges of RMA members, despite reduction in membership dues and operating expenses of the Association, together with the development of new sales promotion activities are among the important subjects which will be before the RMA directorate. Problems of the new Federal radio tax law also will be considered.

Reports of the recent Eighth Annual RMA Convention and Trade Show at Chicago also will be received.

Treasury Department regulations, Official 46, relating to the new five per cent Federal excise tax on radio products, are being secured at Washington by the RMA and soon will be mailed to all members. Regulations also will be available at the offices of local Internal Revenue Collectors. Many inquiries regarding the new tax law and the Treasury's interpretations and regulations are being handled for RMA members by Frank D. Scott, Legislative Counsel of the Association, 216 Munsey Building, Washington, D. C., and all possible future information and service in the operation of the new law will continue to go to all RMA members. Individual manufacturers will determine their own policies as to discounts, invoicing, purchasing, etc., on which the RMA has made no recommendations beyond giving as complete information as possible for the guidance and assistance of its membership.

The manuscript for the school equipment manual being prepared jointly by the RMA and the Office of Education of the Department of the Interior will be completed soon and arrangements made for early printing and publication. A. C. Kleckner, of Racine, Wis., is Chairman of the committee which has been developing this manual to aid educators of public schools and colleges in radio equipment. Editorial work, based on contributions of valuable technical data from many RMA members, for the manuscript has been completed by the editor for the Association, Mr. Orrin E. Dunlap, Jr., Radio Editor of the New York Times. It is hoped to send the manual to press within the next few weeks.

While much radio legislation has reached various stages of discussion in Congress, adjournment has approached with little action on any important matters except the long pending copyright revision bill primarily of interest to broadcasters. Radio interests in the national and State legislatures, as well as municipal ordinances, are to be in the charge for another year of H. B. Richmond, of Cambridge, Mass., former RMA president and reappointed by President Williams as Chairman of the Association's Legislative Committee. Chairman Richmond has appointed the following to serve on the committee for the ensuing year: W. J. Barkley, of Passaic, N. J.; C. C. Colby, of Canton, Mass.; Franklin Hutchinson, of New York, N. Y.; Morris Metcalf, of Springfield, Mass.; John W. Van Allen, of Buffalo, N. Y., General Counsel of the RMA, and Frank D. Scott of Washington, D. C., Legislative Counsel of the RMA.

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STATIONS MAY HAVE TO PAY ELECTRICAL ENERGY TAX

Radio broadcasters of the country may not be exempted from the payment of the electrical-energy tax provided for in the new revenue law, according to officials of the Bureau of Internal Revenue who are looking into the matter.

Section 616 of the Act imposes a tax of 3 per cent upon all electrical energy for domestic or commercial consumption. The regulations of the Bureau exempt "radio companies" from the provisions of the Act, but Bureau officials argue that "broadcast stations" do not fall in the same category as point-to-point stations and therefore are subject to the tax.

It is understood, however, that the Bureau will withhold any regulation holding broadcasting companies liable to the tax until the National Association of Broadcasters has had an opportunity to file a brief answering certain questions which have been raised by the Bureau.

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"Barnum reckoned the score at only 'one a minute'", George Rothwell Brown, of Washington comments, "but that was before folks formed the habit of sitting up all night at a radio to listen to a re-count of the Pennsylvania delegation."

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CONTENDS AURORA SWISHES AUDIBLY

Despite assertions to the contrary, Dr. W. W. Perrett, missionary for forty years located in Labrador, claims they distinctly hear the "swishing" of the Aurora Borealis.

"I have asked several natives about it and they all say it can be heard", Dr. Perrett writes to his explorer friend Commander E. F. MacDonald, Jr., radio manufacturer, of Chicago. "It makes them smile when I tell them some scientists say 'the sound is caused by the falling of minute ice-crystals due to the freezing of the moisture in the observer's breath.'"

Dr. Perrett gave Commander MacDonald the benefit of his observations of the influence of the Aurora on radio reception.

"One hears remarks as follows: 'How's the radio tonight?' 'No good, too much Aurora'", Dr. Perrett said. The Aurora often makes the radio crackly, something like sparks crackling, though I should not like to say this happens only on nights when the Aurora is brilliant. Then, when listening in, the music or whatever the item on the program may be, has almost faded out, and, on looking out of the window I have observed a wave of Aurora passing overhead at the time. There is fading at other times, but it is very marked some nights when the Aurora is very bright. I think the fading is more marked when the Aurora is low than when it is higher in the sky.

"Another thing strikes me as perhaps being worthy of observation, viz. whether the direction of the Aurora makes any difference, i.e. with the Aurora playing from north to south or from east to west. It may make a difference, though I have never taken notice of this.

"There is something I believe all radio fans notice here, and I have never seen it mentioned in a paper, viz. that as the moon approaches new and full, with spring tides, reception improves, whereas reception is poorest when the moon is at the quarters i.e. with neap tides. It remains for scientists to declare whether it is the influence of the moon or the tides, but with us the fact of there being this noticeable difference is pretty strongly established."

Dr. Perrett reported that he was unable to pick up the Arctic broadcasts of KDKA but in January was able to hear WCSH, Portland, Maine, WOR, Newark, N. J., WNAC, and WAAB, of Boston.

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P. O. PRAISED FOR CATCHING RADIO SONG SHARKS

Postmaster General Brown is commended for his alert vigilance in suppressing the so-called "song sharks" who hold out false radio promises as part of their lure, by E. C. Mills of the American Society of Composers.

Mr. Mills particularly referred to the fraud order recently issued by Solicitor Horace J. Donnelly against the National Composers' Association of Chicago, which, in addition to everything else, offered an auspicious radio presentation to unsuspecting amateur composers.

"There is no question but that advantage is taken of the almost universal urge on the part of individuals to write music or scenarios for music or radio by a lot of 'gyp' offices to the tune of many thousands of dollars a year", Mr. Mills said.

"During the fifteen years I have been with the industry, we have spent a great deal of time and money investigating and prosecuting these so-called 'sharks'. In the entire history of the American Society of Composers there has not been brought to our attention a single even moderately successful song produced through the medium of one of these fake concerns for one of its victims."

Mr. Mills said if the victim couldn't pay all cash they would take part cash and be so plausible in their efforts that they would land the same "sucker" two or three times.

"Many are called to write music but few are chosen", Mr. Mills concluded. "More than 20,000 musical copyrights are issued for every 200 which achieve success. So it's what the racing men call 'a long shot' at best.

"I have seen these grafters take the money a crippled girl had saved for an operation and when they knew, because she told them so in her letters, how necessary it was that their advice to her be careful and honest. And yet they went ahead with her 'song poem' when any practical person would have known that it had no commercial possibilities whatever by any conceivable stretch of the imagination.

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TUCSON RADIO STATION DENIED UNLIMITED TIME

The Federal Radio Commission denied the application of Station KVOA, of Tucson, Ariz., for permission to operate on unlimited time. The Commission said Robert M. Riculfi, the owner, had failed to make a satisfactory showing with respect to the character of additional features he proposed to broadcast or that sufficient talent would be available to insure programs acceptable to the public.

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NBC NEW AND RENEWAL ACCOUNTS

RENEWAL - Lady Esther Co. (Cosmetics), Chicago, Ill., Agency - Stack, Goble Advertising Agency, 910 South Michigan Ave., Chicago, Ill.; Starts July 17, 1932; Sundays 3:00-3:30 P.M., EDST; WEAF Basic red network, SW, NW, Mt., Orange; Program - "Wayne King and his Orchestra" and talk on cosmetics by Lady Esther.

RENEWAL - Carnation Milk Co. (Canned Milk), Milwaukee, Wis.; Agency - Erwin Wasey & Co., 230 N. Michigan Ave., Chicago, Ill.; starts July 4, 1932; Monday, 8:00-8:30 P.M., EDST; WJZ network - New York, Baltimore, Rochester, Pittsburgh, Detroit, Cincinnati, Chicago, St. Louis, Kansas City, Omaha-Council Bluffs; Program - (Canadian WTMJ, KSTP, WEBC WDAY, SE exc. WWNC, WIS, SW exc. KTHS & KTBS, WSM, WMC, WSB, start 10/3/32; Program - "Contented Program" - Grenadiers Quartet, Harold Stokes and 17 piece orchestra.

NEW - Maryland Pharmaceutical Co. (Rem), 2419 Greenmount Ave., Baltimore, Md.; Agency - Joseph Katz Co., 6 East Mt. Vernon Place, Baltimore, Md., starts September 25, 1932; Sunday, 6:45-7:00 P.M., EDST/; WJZ Basic Blue network; Program - not yet decided.

NEW - Buick-Oldsmobile-Pontiac Sales Corporation, General Motors Building, Detroit, Michigan; (Motor Cars); Agency - Campbell Ewald Co.; Period - Fridays 10:00 to 10:30 P.M., starting July 8, 1932; Basic Red network; Program - "Paul Whiteman's Orchestra."

NEW - Richardson and Robbins, Dover, Delaware (Canned Goods); Agency, J. P. Muller Co.; Period - Tuesday 11:00-11:15 A.M., starting July 5, 1932; Basic Blue Network; Program - "Mrs. A. M. Goudiss".

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APPLICATIONS OF THE FEDERAL RADIO COMMISSION

July 5 - WCAH, Commercial Radio Service Co., Columbus, Ohio, determine license power of station by direct measurement of antenna; WTFI, Toccoa Falls Broadcasting Co., Athens, Ga., voluntary assignment of license to Liberty Broadcasting Co.; KRMD, Radio StationKRMD, Inc., Shreveport, La., C.P. to move transmitter locally; J. E. Richards, Greenville, S. C., C.P. for a new station on 590 kc., amended to omit request for facilities of KOCW; KUSD, University of South Dakota, Vermillion, S. D., C.P. to make changes in equipment and increase power from 500 watts to 1 kilowatt; KFGQ, Boone Biblical College, Boone, Iowa, license to cover C.P. granted 1/22/32 for changes in equipment; WOS, Missouri State Marketing Bureau, Jefferson City, Mo., modification of license to increase power from 500 watts to 500 watts, 1 kilowatt LS; KFSD, Airfan Radio Corporation, Ltd., San Diego, Calif., modification of license to increase power from 500 watts, 1 KW LS, to 1 kilowatt day and night.

The following applications were returned to the applicants: WLBX, John N. Brahy, Long Island City, N. Y., C.P. for 1300 kc., 500 watts (WLBX deleted); WHDF, Upper Michigan Broadcasting Co., Calumet, Mich., modification of license for specified hours (request of applicant); WGST, Georgia School of Technology, Atlanta, Ga., modification of license to increase power to 500 watts day and night (Rule 6a and d);

Applications Other Than Broadcasting

July 5 - KGUA, Aeronautical Radio, Inc., El Paso, Texas, modification of license requesting authority to communicate with aircraft on the blue chain in addition to the brown chain, aeronautical service; WPEM, Woonsocket Police Dept., Woonsocket, R. I., license covering C.P. for 2470 kc., 50 watts, emergency police service; Tropical Radio Telegraph Co.:WNN, Mobile, Ala., modification of licenses for change in hours of operation, coastal telegraph service and Marine Relay; WFU, Mobile, Ala., WFW, and WFV, Mobile, Ala., modification of point-to-point licenses for change in hours of operation.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted
(July 1, 1932)

WSAJ, Grove City College, Grove City, Pa., C.P. to move transmitter locally, and install new equipment; WHOM, New Jersey Broadcasting Corp., Jersey City, N. J., license covering local move of station and changes in equipment; 1450 kc., 250 watts, share with WNJ and WBMS; WNBH, New Bedford Broadcasting Co., New Bedford, Mass., license covering changes in equipment and increase in day power from 100 to 250 watts; 1310 kc., 100 w., 250 w., LS, unlimited; WBBM-WJBT, WBBM Broadcasting Corp., Chicago, Ill., license covering installation of new equipment and to use present transmitter as auxiliary; 770 kc., 25 KW, simultaneous day, share KFAB night; WCAO, The Monumental Radio Co., Baltimore, Md., authority to install automatic frequency control for auxiliary transmitter; WTEL, Foulkrod Radio Engineering Co., Philadelphia, Pa., and KBPS, Benson Polytechnic School, Portland, Oregon, authority to install automatic frequency control.

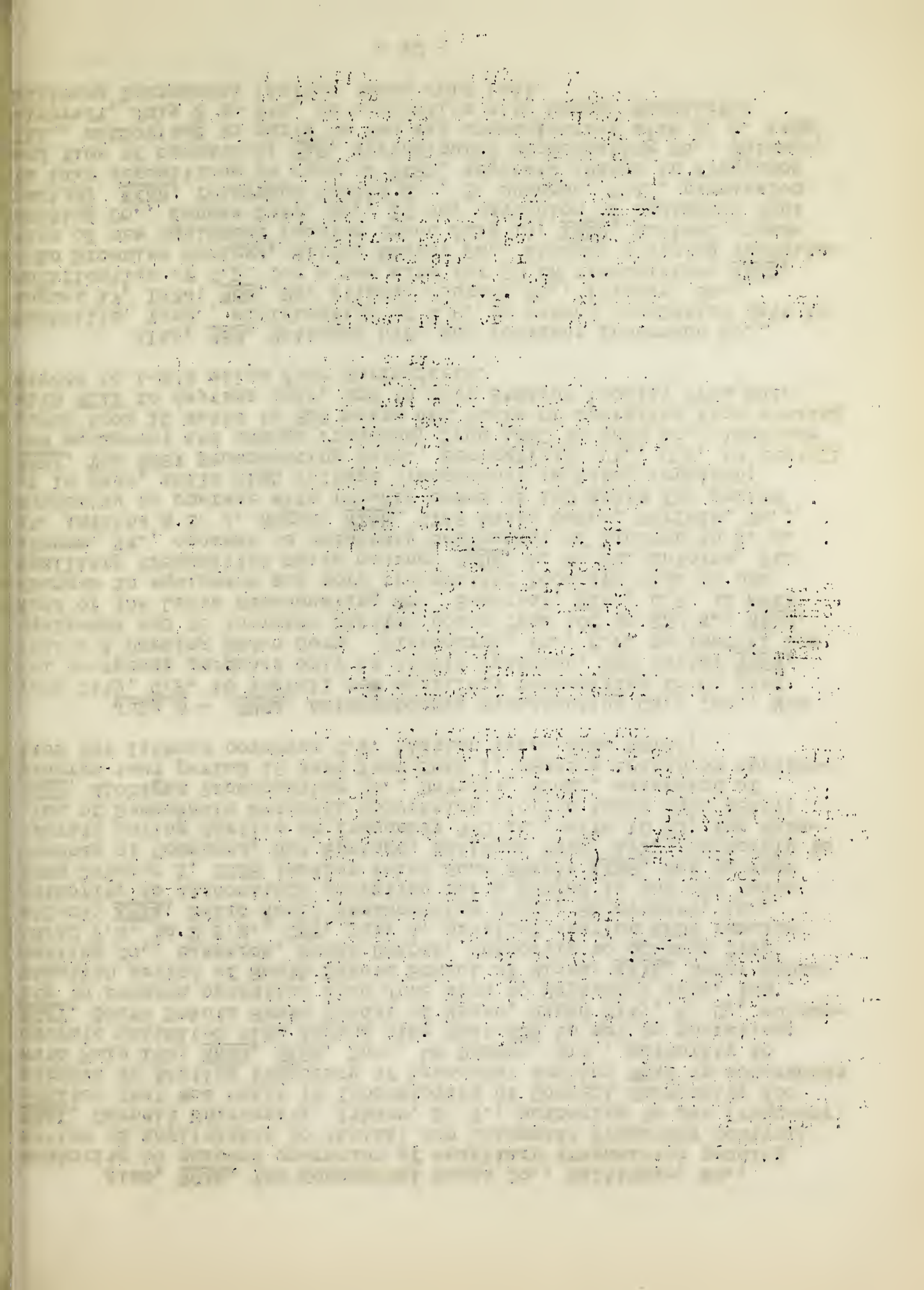
Also, WGCP, May Radio Broadcast Corp., Newark, N. J., license covering changes in equipment and move of transmitter locally; 1250 kc., 250 watts, shares with WODA and WAAM; WAAB, Bay State Broadcasting Corp., Boston, Mass., WNAC-WBIS, Shepard Broadcasting Service, Inc., Boston, Mass.; WMBI, Moody Bible Institute Radio Station, Chicago, Ill., authority for direct measurement of antenna input power; WNJ, Radio Investment Co., Inc., Newark, N. J., authority to remain silent July 4, 1932; WHB, WHB Broadcasting Co., Kansas City, Mo., authority extend completion date for installation of automatic frequency control for two months.

FEDERAL RADIO COMMISSION

Also, WCAO, The Monumental Radio Co., Baltimore, Md., authority to suspend operation of auxiliary transmitter pending action on application to install new automatic frequency control; WEAI, Cornell University, Ithaca, N. Y., authority to use frequency monitor that was built in laboratories of Cornell University for purpose of testing frequency of broadcast station WEAI in accordance with Rule 145; WKBH, WKBH, Inc., La Crosse, Wis., authority to operate unlimited time during time that KSO is not in operation; WCAT, South Dakota State School of Mines, Rapid City, S. D., authority to suspend operation from June 23rd to September 12th, the vacation period of South Dakota School of Mines; KFYN, Meyer Broadcasting Co., Bismarck, South Dakota, authority to operate from 12:30 P.M. to 2 P.M., CST, July 4, provided station KFDY remains silent; KWEA, Hello World Broadcasting Corp., Shreveport, La., authority to discontinue operation for a period to end not later than October 1, 1932)action taken June 29th); KTHS, Hot Springs Chamber of Commerce, Hot Springs, National Park, Ark., authority to operate during daytime on frequency 970 kc., with 10 KW, for duration of Democratic National Convention (Action taken June 29th); WMBC, Michigan Broadcasting Co., Detroit, Mich., extension of program test period 15 days from July 1, pending action on application for license covering C.P. (Action taken June 28th);

July 5 - WMCA, Knickerbocker Broadcasting Co., Inc., New York City, C.P. to install new auxiliary transmitter to be used for emergency purposes only at studio location, 500 watts; WWSW, Walker & Downing Radio Corp., Pittsburgh, Pa., C.P. to install new equipment and to increase daytime power from 100 to 250 w.; WEBC, Head of the Lakes Broadcasting Co., Superior, Wis., C.P. to make changes in equipment and move transmitter locally; also to use auxiliary transmitter while moving; WQDM, A. J. St. Antoine, St. Albans, Vt., consent to voluntary assignment of license to A. J. St. Antoine & E. J. Regan; WTAR, WTAR Radio Corp., Norfolk, Va., authority to operate with reduced power of 140 watts for period of 15 days, while high voltage transformer is being repaired; WNBX, The WNBX Broadcasting Corp., Springfield, Vt., C.P. to install new equipment and change frequency from 1200 to 1260 kc., increase power from 10 watts to 250 watts and hours of operation from sharing with WCAX to daytime only, and to move station locally from Main Street to 1-3/4 miles from Springfield.

Also, WSM, National Life and Accident Insurance Co., Nashville, Tenn., modification of C.P. to extend completion date to August 17, 1932; WSB, The Atlanta Journal Co., Atlanta, Ga., modification of C.P. for a new site for 50 KW transmitter; WNBO, John Brownlee Spriggs, Silver Haven, Pa., license covering installation of new equipment (action taken July 1); KMBC, Midland Broadcasting Co., Kansas City, Mo., 10 day extension of equipment test period; WKBB, Telegraph Herald Co., E. Dubuque, Ill., permission to take depositions in case of WKBB, requests change in frequency and time of operation; WLS, Agricultural Broadcasting Co., Chicago, Ill., authorized to carry on two way communication with U. S. Army Aircraft, July 2 to 4th, in connection with George Washington Military Tournament (Action taken July 1st).



Applications Other Than Broadcasting

Granted July 1 - Federal Telegraph Co., Newark, N. J., C.P. for general experimental purposes, 34600, 41000, 51400, 80000 to 300000, 1000000 to 3000000 kc., 500 w.; Airfan Radio Corp., Ltd., portable in vicinity of San Diego, Cal., C.P. for broadcast pickup service, 2342 kc., 15 watts; WPDP, City of Philadelphia, Pa., Philadelphia, Pa., C.P. for police service, to increase power from 250 to 500 watts (applicant is now authorized to operate with maximum power of 500 w., and this is to permit radiation of this power); Charles Newton Kraus, E. Providence, R. I., C.P. for general experimental service, 6000 to 400000 kc., 25 w., also C.P. same as above except 4 watts; Harvard Seismograph Station: Portable, and Portable #1, geophysical C.P.s 1602, 1628, 1652, 1676 and 1700 kc., 5 watts; Inland Waterways Corp.: WPI, Memphis, Tenn., modification of C.P. to extend commencement date to July 1, 1932, and completion date to August 15, 1932; KQP, Minneapolis, Minn., renewal of coastal telg. and marine relay licenses, 163, 438, 3120, 4780, 6250 kc., 6210 kc., primarily for calling but may be used for working purposes if no interference results, 2 KW, 1 transmitter 50 watts.

Also, Pere Marquette Radio Corp.: WLD, Ludington, Mich., modification of C.P. for extension of commencement date to June 27th and completion date to July 15, 1932,, also authorized to extend completion date of construction to July 15th; WAEI, Aeronautical Radio, Inc., Detroit, Mich., modification of C.P. to extend commencement date of C.P. to June 18th and completion date to Sept. 18, 1932; WPEK, City of New Orleans, New Orleans, La., modification of C.P. to extend completion date to July 15, 1932; W8XK, Westinghouse Electric & Manufacturing Co., East Pittsburgh, Pa., experimental relay broadcasting license, 6140, 9570, 11870, 15210, 17780, 21540 kc., 40 KW; W8XU, Neil H. Williams, portable, initial location Ann Arbor, Mich., and W8XV, same location, licenses (general experimental), 34600, 41000, 51400, 60000-400000 kc., 5 watts and 15 watts power respectively; Inland Steamship Co. Hutchinson & Co., managers on vessel "Joseph Block", special experimental license 484 kc., 1 watt; KGXC, Pierce Co. Washington (Tacoma Field), Tacoma, Wash., airport license, 278 kc., 10 watts.

Also, Walter S. Franklin & Frank C. Nicodemus, Jr., Receivers of Ann Arbor RR Co.: C.F. Ann Arbor No. 7 (vessel); C.F. Wabash (Vessel); C.F. Ann Arbor No. 5 (Vessel); C.F. Ann Arbor No. 6 (Vessel); C.F. City of Flint 32 (vessel), C.F. Pere Marquette 21 (vessel), C.F. Pere Marquette 22 (vessel), C.F. City of Saginaw 31 (vessel), special experimental licenses 484 kc., 1 watt; Libby McNeill & Libby: KIDV, Moored Tally Scow, Alaska, point-to-point telephone license, 3190 kc., 2 watts; WIEV, Seattle, Wash., 60 day authority to operate 2 watt telephone aboard gas boat "Guy Junior" on frequency 3190 kc.; Edwin C. Ewing, Jr., NC-10164, experimental aircraft license, 60000 to 400000 kc., 10 watts; KQP, Inland Waterways Corp. (given above); W10XAR, Western Electric Co., Inc., Portable, renewal of special experimental license, 278 kc., 10 watts; KGPJ, City of Beaumont, Beaumont, Texas, extension of time to complete construction of emergency police station from July 2 to August 2, 1932;

Also, Tropical Radio Telegraph Co.: WAX, Hialeah, Fla., WNU, New Orleans, La. modification of coastal telg. license to change model and serial no. of transmitter; also same for both except Marine Relay service; WAB, WAF, WAM, WAW, WAU, WAV, Hialeah, Fla., modification of license, point-to-point telg. to change serial no. of transmitter; WNN, WFU, WFV, WFW, Mobile, Ala., authority to operate stations under following time schedule pending action on formal applications: Week-days - 8 A.M. to noon, 1 P.M. to 5 P.M; Sundays 8 A.M. to 11 A.M.; 3 to 5 P.M.; American Radio News Corp.: W2XH, New York, renewal of special experimental license, 95 and 99 kc., 750 watts; W3XO, portable in Sussex, Morris, Essex and Somerset Counties, N. J., renewal of special experimental license, 6640-7330, 8570-10400; 11550-12890, 13720, 15250, 17280-19330, 2000-22070 kc., 10 w.; W2XX, Ocean Gate, N. J., renewal of special experimental license, 10550, 16270, 21420 kc., 20 KW; W2XA, Rocky Point, N. Y., renewal of special experimental license 45-75 except 46, 54, 56, 64, 66, 75 kc., 190 w.

Also, Bell Telephone Laboratories, Inc.: W2XDI, portable on truck in N. J., W2XDH, portable in N. J., W2XDJ, Ocean Twp., N. J., W2XDG, Ocean Twp., N. J., renewal of special experimental licenses, 3422.5, 4752.5, 6755, 7565, 7610, 8560, 9170, 9730, 9870, 10550, 10675, 10840, 12840, 13390, 14470, 14590, 15355, 15415, 16270, 17120, 18340, 19220, 19820, 21060, 21420 kc., 1 KW (W2XDJ, 25 KW; W2XDG, 5 KW); RCA Communications, Inc.: W6XI, Bolinas, Cal., renewal of special experimental license, 6845, 6860, 9010, 9480, 10390, 10410, 10620, 11950, 13690, 13780, 15460, 18020, 18060, 20780 kc., 80 KW; K6XO, Kahuku, Hawaii, renewal of special experimental license, 6890, 7520, 11680, 15985, 16030 kc., 80 KW; WOCI, Mackay Radio Telg. Co., San Francisco, 60 day authority to operate station aboard Vessel "J. A. MOFFETT", pending receipt of formal application, frequencies 375, 400, 425, 468, 500 kc., 500 w.; WBAK, Penna. State Police, Harrisburg, Pa., authorized to discontinue operation until June 27th; Buffalo Broadcasting Corp., Buffalo, N. Y., authorized to operate a general experimental station in the experimental band in connection with broadcast pickup work during celebration of Centennial at Buffalo, June 29th to July 10th, frequency 60,000 to 4000,000 kc., 50 watts; WBEN, Inc., Portable, authorized to use broadcast pickup stations in experimental service in connection with broadcast pickup work during celebration of Buffalo Centennial, 51400 kc. 60,000 kc., 10 watts.

Also, KIVV, Radiomarine Corp. of America, New York, 60 day authority to operate additional transmitter aboard vessel "West Cactus", 150 watts, frequency 8200 to 16680 kc.; KIQV, Same Co., 60 day authority to operate station aboard vessel "Exiria" as first and third class.

Set For Hearing

J. B. Taylor, near Aberdeen, S. Dak., requests C.P. 920 kc., 500 watts, daytime(facilities of KSOO); WHEF, d/b as Attala Milling & Produce Co., Kosciusko, Miss., requests modification of C.P. to move station to Robert E. Lee Hotel, Jackson, Miss.; WLAP, American Broadcasting Corp. of Ky., Louisville, Ky. requests C.P. to change frequency from 1200 kc. to 940 kc., increase power from 100 watts night, 250 w. daytime to 1 KW (facilities of WFIW).

Applications Denied

Thomas Edward Williams, Abilene, Texas, C.P. 1420 kc., 100 w., unlimited time (facilities of KFYO), denied because applicant failed to enter appearance within time allowed; WBK, Radio Air Service Corp., Cleveland, Ohio, authority to operate with 2½ KW daytime as applied for in application which has been designated for hearing; WCAP, Radio Industries Broadcast Co., Asbury Park, N. J., denied authority to increase power from 500 to 1000 watts experimentally, for period July 1 to Sept. 5, 1932.

Action On Examiners' Reports

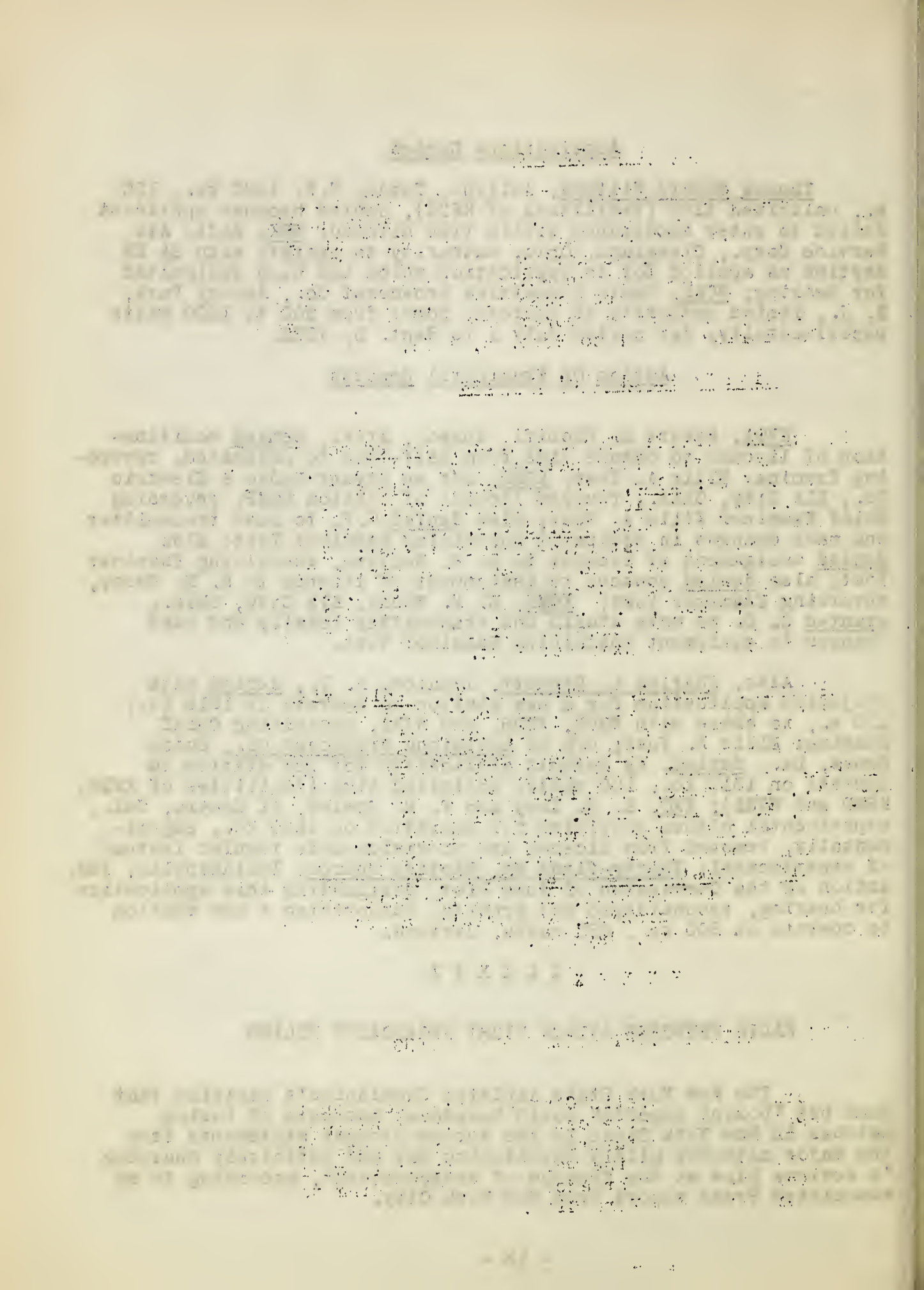
KVOA, Robert M. Riculfi, Tucson, Ariz., denied modification of license to change time from half-time to unlimited, reversing Examiner Ellis A. Yost; KGMP, d/b as Bryant Radio & Electric Co., Elk City, Okla., revoked license of Station KGMP, reversing Chief Examiner Ellis A. Yost; also denied C.P. to move transmitter and make changes in equipment sustaining Examiner Yost; also denied assignment of license to D. R. Wallace, sustaining Examiner Yost; also denied consent to assignment of license to E. M. Woody, reversing Examiner Yost; KGMP, E. M. Woody, Elk City, Okla., granted C. O. to move studio and transmitter locally and make changes in equipment sustaining Examiner Yost.

Also, Charles L. Bennett, Jamaica, N. Y., denied with prejudice application for a new station to operate on 1210 kc., 100 w., to share with WGBB, WCOH, and WJBI, sustaining Chief Examiner Ellis A. Yost; d/b as Louisiana Broadcast Co., Baton Rouge, La., denied, by default application for new station to operate on 1310 kc., 100 watts, unlimited time (facilities of KMLB, KRMD and WTSL); KXO, E. R. Irey and F. M. Bowles, El Centro, Cal., experimental clause providing for operation on 1500 kc., experimentally, removed from license and provision made regular instead of experimental; Thirty-first St. Baptist Church, Indianapolis, Ind., action of the Commission of June 21st, designating this application for hearing, reconsidered and granted, authorizing a new station to operate on 600 kc., 250 watts, daytime.

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RADIO NETWORKS ATTACK FIGHT BROADCASTS RULING

The New York State Athletic Commission's decision that none but "boxing experts" could broadcast accounts of boxing matches in New York State in the future brought statements from the major networks mildly threatening war and definitely charging "a serious blow at the freedom of broadcasting", according to an Associated Press report from New York City.



"The National Broadcasting Co. always has and always will continue to select its own announcers for fight broadcasts", said John F. Royal, Vice-President in Charge of Programs.

Charles Francis Coe, novelist, and Graham McNamee broadcast for NBC, the account of the match in which Jack Sharkey won the heavyweight title from Max Schmeling, and to which the Athletic Commission expressed its objections by banning all but "boxing sports writers, judges or referees" from future broadcasts.

Although NBC is understood to have a long-term agreement with Madison Square Garden regarding the broadcasting of matches, it was indicated that the company might ignore such broadcasts in the future rather than submit to outside direction.

The Commission's ruling was the second reverse in a sports way that the broadcasters have encountered recently. Previously twelve major Eastern colleges decided to forego permission for the broadcasting of football games because of the adverse effect on gate receipts.

The statement of the Columbia Broadcasting Co. which did not put the Sharkey-Schmeling fight on the air, said:

"The State Athletic Commission, in composing a virtual censorship, has dealt a serious blow at the freedom of broadcasting. This arbitrary ruling undoubtedly will serve to handicap the broadcasters' service to the public. It is no more logical for the Commission to choose or to approve broadcasters of fights than to choose or to approve those who cover fights for the press."

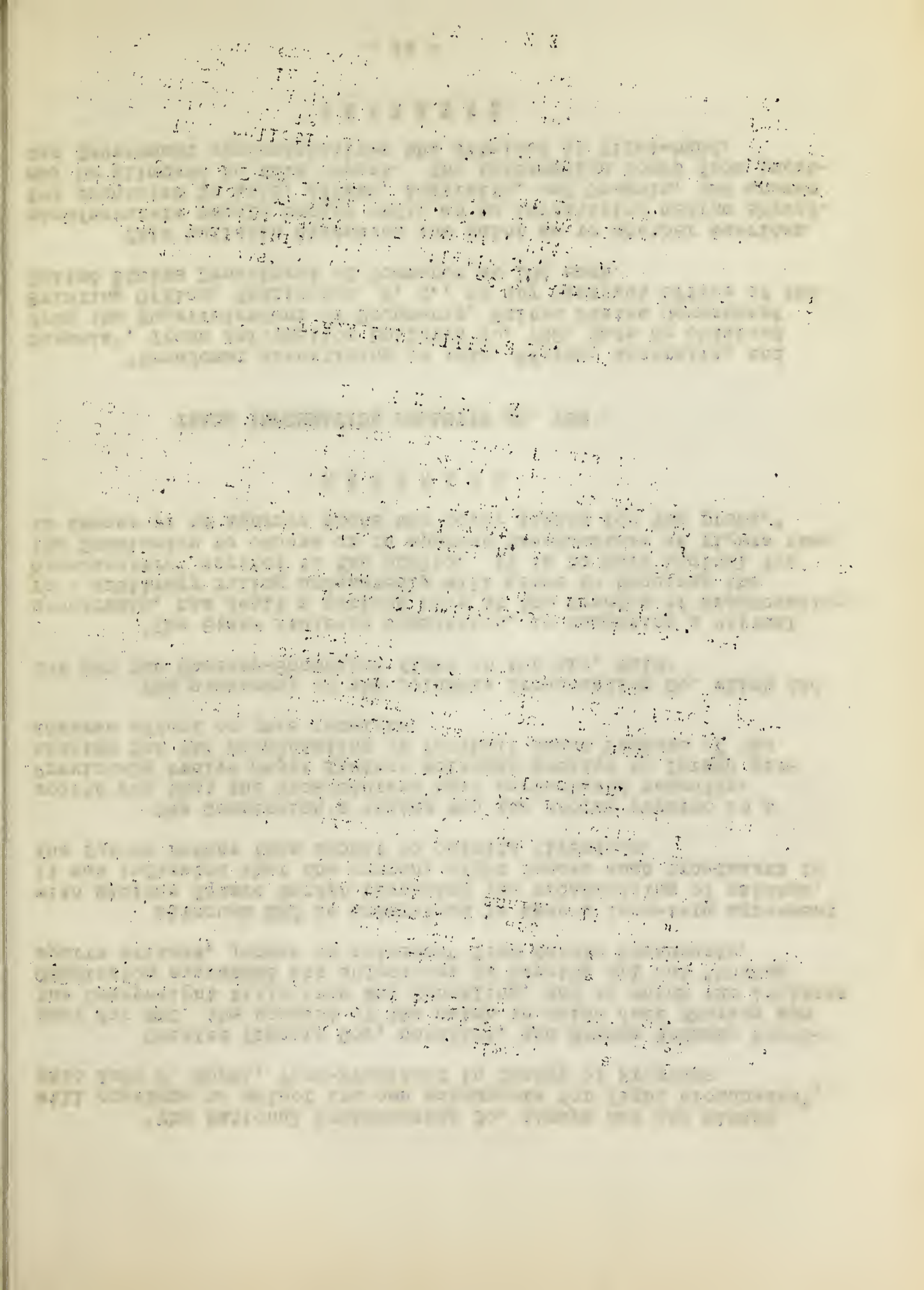
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TRADE INFORMATION BULLETIN NO. 799

"Broadcast Advertising in Asia, Africa, Australia, and Oceania", Trade Information Bulletin No. 799, made be obtained from the Superintendent of Documents, United States Government Printing Office, Washington, D. C., or any district office of the United States Department of Commerce at 10¢ each.

This bulletin discusses the point as to whether American manufacturers should employ radio as an advertising medium abroad. For countries in Asia, Africa, Australia, and Oceania, the answer may be glimpsed in this report. The information comes from American Government representatives who obtained it first-hand.

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HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING WASHINGTON, D. C.

ISSUED TWICE A WEEK AND CONTAINING THE LATEST INFORMATION REGARDING THE RULINGS OF THE FEDERAL RADIO COMMISSION, RADIO LEGISLATION, DEPARTMENT OF COMMERCE REGULATIONS, CHANGES IN WAVELENGTH, CALL LETTERS AND POWER, PATENTS, EXPORTS, FEDERAL TRADE COMMISSION RULINGS AND OTHER MATTERS OF INTEREST TO BROADCASTERS AND MANUFACTURERS. :: :: CONFIDENTIAL—NOT FOR PUBLICATION. :: ::

National Broadcasting Company, Inc
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No. 543

RECEIVED
JUL 12 1932
G. W. JOHNSTONE

SUBSCRIPTION PRICE, $10. PER MONTH. NO CONTRACT REQUIRED.

BROWN ADDRESSES OHIO STATE BAR ASSOCIATION

A survey of recent radio legislation was presented by Col. Thad H. Brown, member of the Federal Radio Commission, in an address before the Ohio State Bar Association at Cedar Point, Ohio, on July 8th.

Colonel Brown, in reviewing progress in radio law, pointed out that whatever doubts may have existed in 1927 in the minds of some of our Federal lawmakers as to the power of Congress to enact the Radio Act of 1927 under the so-called "Commerce Clause" of the Constitution, it is now well settled that radio communication is commerce.

As early as 1877 the Supreme Court held that the transmission of telegraph messages across State lines was interstate commerce. See Pensacola Telegraph Co. v. Western Union Telegraph Co., 96 U.S. 1. An opinion of the Attorney General in 1902 said that radio telegraphy was commerce. 24 Opinions Atty. Gen. 100.

In 1927, the United States District Court for the District of Kentucky held, in Whitehurst v. Grimes, 21 F. (2d) 787, that all radio broadcasting is interstate commerce. Since 1927, a number of courts have made similar declarations.

The District Court of the United States for the Eastern District of South Carolina, in the case of WBT, Inc., v. Joseph M. Poulnot, Sheriff, of Charleston County, et al., 46 F (2d) 671, held that a tax on radio receiving sets was invalid.

Section 1 of the Radio Act of 1927 provides that it is intended to regulate all forms of interstate and foreign radio transmissions and communications within the United States, its territories and possessions; to maintain the control of the United States over all of the channels of interstate and foreign radio transmission, and to provide for the use but not the ownership thereof by individuals, firms or corporations for limited periods of time under licenses granted by Federal authority.

On March 28, 1928, the so-called "Davis Amendment" to the Radio Act of 1927 was passed whereby the licensing authority was directed to provide equality of broadcasting service, both of transmission and reception, and in order to do so "as nearly as possible make and maintain an equal allocation of broadcasting licenses, of bands of frequencies or wave length or lengths, of periods of time for operation and of station power to each of said Zones when and in so far as there are applications therefor; and shall make a fair and equitable allocation of licenses, wave lengths, time for operation and station power to each of the States, the District of Columbia, the Territories and Possessions of the United States within the Zones according to population."

The constitutionality of the Radio Act was questioned in the case of the United States v. American Bond & Mortgage Company, in the District Court of the United States for the Northern District of Illinois, Eastern Division. The defendants were refused a license by the Federal Radio Commission. They threatened to operate without a license and the Government filed a bill for injunction.

Pursuant to this amendment, the Commission promulgated its General Order No. 40 under which stations were divided into three classes: "High power", "regional", and "local". It set aside 40 frequencies for operation of stations of high power, allocating eight to each zone, one station only to be operated at night on each of these channels.

The defendants contended that the Act was invalid and unconstitutional for the reasons that it was an unreasonable exercise of the power of Congress to regulate commerce; that it was unreasonable and arbitrary as to the business of defendants and constitutes a taking of property without due process of law and without compensation, contrary to the Fifth Amendment; that it attempted an unlawful delegation of legislative power because the standard set-up in the Act for guidance of an administrative body is not sufficient.

The court held that "radio transmission and reception among the States are interstate commerce"; that the denial of an application for renewal of station license is not a violation of constitutional amendment relating to the taking of property without due process and without just compensation, and that the Act was not invalid for lack of definiteness in the standard "public interest, convenience and necessity." (31 F. (2d) 448).

An appeal was taken to the United States Circuit Court of appeals for the Seventh Circuit and that court certified five questions to the Supreme Court of the United States.

On Jan. 5, 1931, the Supreme Court dismissed the certificate on the grounds that the questions certified by the Circuit Court of Appeals for the Seventh Circuit were too indefinite and general for answer. (75 L. Ed. (U.S.) 141). Thereupon a rehearing was had in the Circuit Court and that court affirmed the lower court and denied the petition for rehearing.

The first appeal to be taken under Section 16 of the Radio Act of 1927 grew out of the general reallocation in 1928 underGeneral Order No. 40. Station WGY at Schenectady, N. Y., for some time before the reallocation had been operating unlimited hours of operation on one of the frequencies designated by this General Order as a "high-power" frequency. The reallocation reduced the hours of operation of this station to limited time, and the station appealed from this decision.

The Court of Appeals of the District of Columbia held that the refusal of the Commission to renew the license of Station WGY, except as modified with respect to hours of operation, was in fact a denial of its application within the terms of the Radio Act of 1927.

It was likewise contended by applicant in this appeal that the action of the Commission in limiting the hours of operation of Station WGY deprived it of its property rights without due process of law and without just compensation contrary to the Fifth Amendment of the Constitution of the United States. The court held that under the commerce clause of the Constitution, Congress has the power to provide for reasonable regulation of the use and operation of radio stations and to create bodies such as the Federal Radio Commission to carry such regulation into effect.

The Commission made application to the Supreme Court of the United States for a writ of certiorari, which was denied on the grounds that the Supreme Court can only review "cases and controversies" within the meaning of Section 2 of Article 3 of the Constitution and that the Court of Appeals of the District of Columbia under Section 16 of the Radio Act of 1927 was acting in an administrative and not a judicial capacity.

Thereafter, on July 1, 1930, Section 16 of the Radio Act of 1927, was amended so that the review of the Court of Appeals of the District of Columbia is limited to questions of law; the findings of fact by the Commission, if supported by substantial evidence, are made conclusive unless clearly shown to be arbitrary and capricious. The judgment of the Court of Appeals is made final, subject to review by the Supreme Court of the United States on a writ of certiorari.

The quasilegislative power of the Commission to make rules of general application, though they limit private property rights, was sustained by the Court of Appeals of the District of Columbia in Carrell v. Federal Radio Commission (36 F. (2d) 117).

There followed a host of appeals to the Court of Appeals of the District of Columbia under Station 16 of the Radio Act, many of which raised no new questions of law, but merely questions of fact as to whether the evidence warranted the Commission's decision. In every case where notice and hearing have been given the applicant whose application was denied by the Commission, its decision has been upheld.

Section 29 of the Radio Act of 1927 expressly denies to the Commission any power of censorship over the radio communications or signals transmitted by any station.

The Commission denied an application for renewal of license of Station KFKB, of Milford, Kans., operated by Dr. Brinkley, on the ground that a review of its past operation convinced the Commission that the future operation of this station would not serve public interest, convenience and necessity. The station appealed

from this denial, asserting that the Commission's decision constituted a violation of Section 29 of the Radio Act in that it was censorship. The Court of Appeals of the District of Columbia sustained the Commission.

The constitutionality of the Davis Amendment to the Radio Act of 1927 and the legality of the Commission's regulation promulgated pursuant thereto, were questioned and upheld by the Court of Appeals of the District of Columbia in the cases of Durham Life Insurance Company v. Federal Radio Commission, 60 App. D.C. 375, and Pacific Development Radio Company v. Federal Radio Commission, 60 App. D.C. 378.

Section 29 of the Radio Act provides that no person within the jurisdiction of the United States shall utter any obscene, indecent or profane language by means of radio communication. The first conviction under this section was had in the District Court of the United States for the District of Oregon. The defendant, Robert Duncan, known as the "Oregon Wildcat", was accused of willfully and feloniously uttering obscene indecent and profane language over Station KVEP, Portland, Oreg.

On appeal to the United States Circuit Court for the Ninth Circuit the conviction was affirmed. See 48 F. (2d) 128. The defendant was sentenced with a $500 fine and imprisonment for six months. The Supreme Court refused certiorari. (283 U.S. 863, 75 L. Ed. 1468).

A number of convictions have been had in the various District Courts of the United States for violation of Section 1 of the Radio Act of 1927, which provides that no person shall use or operate any apparatus for the transmission of energy or communications or signals by radio without a license.

The first was the case of William Fellowes, at St. Louis, Mo., Fellowes was given a year and a day for operating a radio without a license, and was subsequently deported as he was not an American citizen. No appeal was taken and the case is not reported.

An interesting decision was rendered last June 10th by the Supreme Court of the State of Nebraska, reversing the lower court, in the case of Sorensen v. Wood. Sorensen, the appellant, was a candidate for reelection as Attorney General. It appears that the defendant Wood undertook to make certain statements of and concerning him and his candidacy over radio station KFAB and Sorensen sued Wood and the station jointly, for libel.

The defendant broadcasting station pleaded privilege on the ground that under the Radio Act of 1917, Section 18, it was precluded from censoring the defendant Wood's speech or utterances over its facilities, since defendant Wood was a legally qualified candidate for public office and the station had already permitted one candidate for the same office to use its facilities, thereby making it necessary under the law to permit him euqal use of its facilities.

In view of the importance of the case, it is hoped it will be taken to the Supreme Court of the United States.

In all the decisions of the various courts in radio cases both under the Radio Act and otherwise, a commendable caution is noticeable in dealing with these new and for the most part unprecedented problems.

The foregoing is intended to give you a general review of current legislative and judicials results of Federal regulation of radio.

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SAY CONVENTION RADIO CUT NEWSPAPER SALES

Although reporting a decided increase in circulation during the Democratic convention as compared with the Republican meeting, Chicago newspaper circulators were virtually unanimous in asserting that radio broadcasting of the proceedings definitely hurt the sale of papers, according to a dispatch from Chicago to Editor & Publisher.

"While loop hotel and downtown news-stand sales were ahead of the G.O.P.,event, in some cases as high as 3 to 1, circulation managers nevertheless declared that the increase in outlying districts was not as great as anticipated and blamed radio broadcasting", the report continued. "There were any number of sensational spot news developments, they pointed out, that should have precipitated heavy street sales, but the demand for papers was comparatively weak.

"Aside from the nomination of Governor Roosevelt on Friday evening and the three ballots taken early Friday morning, local papers did not extra any of the convention news. The Chicago Tribune and Herald and Examiner reported extra heavy sales on Friday morning, following the all-night session and subsequent deadlock."

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NO EXCEPTION FOR E. T.

"By diligent effort the broadcasters managed to remove the tax on long distance lines from all lines used for broadcasting before the 1932 Revenue Bill was passed, thus saving the networks a sizeable piece of change", Broadcasting Advertising, Chicago, observes. "No one seemed to remember, however, that some programs are broadcast by electrical transcriptions, so these will be taxed. The following paragraph is quoted from a summary and interpretation of the radio tax law issued by the RMA:

"'Electrical transcriptions are taxable unless it can be proven to satisfaction of Treasury Department that such transcriptions are not phonograph records. In the discussions of this item by Committees of Congress, transcriptions were included and were considered to be taxable.'"

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COLUMBIA-WJSV PLANS TO DATE ANNOUNCED

Plans to date for the construction by the Columbia Broadcasting System of the new Station WJSV have been announced.

The station, the control of which recently passed from independent hands to Columbia, will be erected on the new Mt. Vernon Highway, overlooking the Capital, the Potomac River and within sight of historic Alexandria, Va.

It's 10,000 watts of power will be thrown from a transmitter of the most modern construction. Masts 165 feet high, painted and lighted according to regulations laid down by the Aeronautics Division of the Department of Commerce, are to be erected beside a control and broadcasting studio of true Colonial design. The Colonial architecture is expected to be in strict keeping with the plans of the District Park and Planning Commission for the highway. The project in reality reclaims a part of the swamp marsh now bordering the highway near the Potomac Yards. Extensive landscaping, patterned after similar word already completed along the highway will complete the picture.

Arrangements have been completed with the Virginia Public Service Company for power and with the Chesapeake and Potomac Telephone Company for telephone and wire service. The location is approximately 15 minutes by bus from downtown Washington, five minutes from Washington airport, and ten minutes from Alexandria. Operation of the station by Columbia is expected to begin on or about October 1, 1932.

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NEWSPAPER ADVERTISING CHECKED

The following is reprinted from the Transit News, St.Louis:

"Recently the 'Post-Dispatch' (St. Louis) featured an editorial entitled 'Limiting Radio Advertising', implying that its competitor, the radio, was headed for government control unless the advertising on the programs was restricted, and suggesting that 5 per cent advertising and 95 per cent entertainment wouldn't be such a bad program.

"The issue of the (Post-Dispatch' in which the article appeared was divided as follows: 67½ per cent advertising, 32½ per cent news."

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MAY NOTIFY HOOVER BY RADIO

The President may change his notification plans as a result of Roosevelt's flight to Chicago, Paul Mallon writes in the "National Whirligig". Arrangements had been privately made for a ceremony on the White House lawn late in July.

"A plan under consideration contemplates something new in radio hookups. National committeemen could remain at home and listen in. Notifier Snell could deliver his address from his home in New York. Acceptor Hoover could answer from Camp Rapidan", according to Mr. Mallon.

"Something along that line probably will be worked out.

"Mr. Hoover will depend largely on the radio and the movies to conduct his campaign. White House relations with NBC are particularly close. The movie connections are already well known. For two years past the plans have been a building.

"These hookups would enable Mr. Hoover to meet and talk to every voter without leaving the White House."

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SAY RADIO ADVERTISING MUST CHANGE

"Radio remains a problem", Louis Salbitano, of Utica, N.Y., writes to the New York Times. "It is true that superb music, and more rarely a good speech, occasionally rewards us; but most of the time the air is made hideous with advertisement-dominated inanities. Literally it is a racket. Since 90 per cent of the programs are commercial, radio listeners are overwhelmed with parrot high-pressure methods they would not tolerate under other circumstances.

"This merciless bombardment is defeating its own ends. After all, our ears cannot stand punishment indefinitely; the law of diminishing returns operates here as regards attention.

"Undoubtedly commercial sponsors are finding out, to their expensive dismay, that their potential market has been deafened into profitless inattention. There is the further handicap of hostility, as people resent, and rightly, the 'Say, listen to me fella' technique of some programs.

"Ballyhoo has its place at carnivals and political conventions; yet, as the principal method of selling over the air, it is not only ineffective but destroys good-will. Luckily we have become expert in the art of deftly tuning out objectionable stuff.

"Printed advertisement has the merit of being generally well-behaved and of inviting leisurely attention. People read and do get an impression that gets translated into buying. Radio will have to change its ways or lose out."

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COMMITTEE TO DISCUSS MADRID CONVENTION

A special committee considering the use of radio frequencies in the band between 10 and 550 kilocycles will meet in a few days to complete its report to the main committee preparing for the International Radio Conference to be held in Madrid, September 3rd.

Louis G. Caldwell, former General Counsel of the Federal Radio Commission, has been named on the special committee by Dr. C. B. Jolliffe, Chief Engineer of the Commission and Chairman of the committee. Mr. Caldwell has just completed a study of the bands below 550 kilocycles and their availability for broadcasting and he will present the facts to the committee.

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BUSINESS LETTER BRIEFS

A reduction in the rate on coast-to-coast broadcasts, effective September 1st, was announced by Columbia Broadcasting System last week in a communication to Sales Managers.

The decrease takes the form of elimination of the circuit charge for hooking up the Columbia basic network with the Don Lee Coast Unit. The charge was $250 for evening programs and $125 for programs prior to 6 P.M. Pacific Coast Time.

Kolster Brandes, Ltd. - Year ended February 29: Net profit after contingencies, taxes and other charges, 61,468 pounds (money value) or 19 cents a share on 1,166,000 ordinary shares, against 6,895 pounds (money value) or 3 cents a share, in preceding year.

For the first time in many months, employment and payrolls in radio manufacturing plants increased in May, the last fiscal month reported on, according to the Bureau of Labor Statistics of the Department of Labor. Reports from forty-five manufacturers gave their May employment as 16,044, or 6.5 per cent more than in April. Payrolls increased 15.9 per cent over April.

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NBC NEW AND RENEWAL ACCOUNTS

NEW - Wheatena Corporation, Rahway, N. J.; Agency - McKee & Albright, 1528 Walnut Street, Philadelphia, Pa.; Starts Sept. 26, 1932; Daily except Thursday and Sunday, 5:45-6:00 PST; San Francisco Orange network; Program - "Wheatenaville" - dramatic sketch written by Raymond Knight.

NEW - Pacific Coast Borax Co. (Twenty Mule Team Borax), 51 Madison Ave., New York City; Agency - McCann Erickson, Inc., 285 Madison Ave., New York City; Starts October 4, 1932; Tuesdays 9:30-10:00 P.M., EDST, SJZ Basic Blue Network; Program - "Death Valley Days" - dramatic sketches picturing pioneer life in Death Valley, Calif., with incidental music under direction of Joseph Bonime;

NEW - U. S. Industrial Alcohol Co. (Alcohol (pyro)); 60 East 42nd St., New York City; Agency - J. Walter Thompson Co., 420 Lexington Ave., New York City; Starts October 23, 1932; Sundays, 7:45-8:00 P.M., WEAF Basic red Network; Program - not yet decided.

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APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

July 6 - WTIC, The Travelers Broadcasting Service, Corp., Hartford, Conn., install automatic frequency control; WEBR, Howell Broadcasting Co., Inc., Buffalo, N. Y., C.P. for auxiliary transmitter amended as to equipment, auxiliary to operate with power of 100 watts; WHBQ, Broadcasting Station WHBQ, Inc., Memphis, Tenn., C.P. to move transmitter locally; d/b as Grief & Ericson, Lewiston, Idaho, C.P. to erect a new station to use 1310 kc., 100 watts, unlimited time; KRSC, Radio Sales Corporation, Seattle, Wash., license to cover C.P. granted 6/17/32 to increase power to 100 watts and make changes in equipment; KUMA, Albert H. Schermann, Yuma, Ariz., license to cover C.P. granted 4/29/32 for authority to move station from Flagstaff, Ariz., to Yuma, Ariz.; KYW-KFKX, Westinghouse Electric & Manufacturing Co., Chicago, Ill., C.P. amended to request to move transmitter to Whitemarsh Twp., Pa., instead of near Essington, Tinieum Twp., Pa.

July 8 - WDEV, Harry C. Whitehill, Waterbury, Vt., C.P. to change from 1420 kc., 50 watts, specified hours to 550 kc., 500 watts, daytime and make changes in equipment; WMIL, Arthur Faske, Brooklyn, N. Y., modification of license for increase in hours of operation (1/3 of WLBX's facilities. WLBX, Long Island City, N.Y. was deleted 6/25/32); Erie Broadcasting Corp., Erie, Pa., C.P. for a new station to use 800 kc., 2½ KW, daytime till sunset at Dallas, Texas; WAPI, WAPI Broadcasting Co., Birmingham, Ala., voluntary assignment of C.P. and license for 25 KW to WAPI Broadcasting Corp.

Applications Other Than Broadcasting

July 6 - Arthur Rawlins, Portable, initial location, Knoxville, Tenn., new C.P. for 1700 kc., 10 watts, geophysical service; City of Newton, Police Dept., Newton, Mass., newC.P. for 1712 kc., 50 watts, emergency police service; W9XL, American Radio News Corp., Dinley Park, Ill., license covering C.P. for 7625, 7640, 9230, 9390, 10090 kc., 500 watts, special experimental service; KGTN, Aeronautical Radio, Inc., Las Vegas, Nevada, license covering C.P. for 2906, 3072.5, 3082.5, 3088, 5510, 5540, 5672.5, 5692.5 kc., 5 watts, aeronautical service; WPI, Inland Waterways Corp., Memphis, Tenn., renewal of coastal and Marine relay licenses for 163, 438, 3120, 4780, 6210, 6250 kc., 1 KW, 100 watts; Warner Bros. Broadcasting Corp., portable, new C.P. for general experimental frequencies, 250 watts.

July 7 - Western Air Express, Inc., on 8 planes, modification of licenses to include communication with brown chain stations in addition to blue chain, aircraft service; KIED, Warner Bros. Broadcasting Corp., portable, license covering C.P. for 1518, 2342 kc., 250 watts, temporary broadcast pickup; W2XAQ, R. C. Powell & Co., Inc., New York, N. Y., license covering C.P. for 51400, 60000 kc., 50 watts, general experimental; The Producers Steamship Co., on vessel "Louis W. Hill", new license, frequencies not specified 1 watts, special experimental service.

July 8 - Atlantic Broadcasting Corp., New York, N. Y., new license for experimental visual broadcasting station 43000, 46000, 48500, 50300, 60000, 80000 kc., 50 watts; Grand Trunk Milwaukee Car Ferry Co., on vessels "C/F City of Milwaukee" and "C/F Madison", new licenses for 484 kc., 1 watt, special experimental service;

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DECISIONS OF THE RADIO COMMISSION

Applications Granted
(July 8, 1932)

WSUI, State University of Iowa, Iowa City, Ia., authority to operate from 10 P.M. to 12 midnight, CST, Saturday, July 9th; WFDW, Raymond C. Hammett, Anniston, Ala., authority to remain silent until August 1, 1932; WTFI, Toccoa Falls Broadcasting Co., Athens, Ga., consent to voluntary assignment of license to Liberty Broadcasting Co.; KLCN, Charles Leo Lintzenich, Blytheville, Ark., authority to remain closed until September 22nd, or until necessary apparatus and approved frequency monitor are installed to permit operation in compliance with Rule 144 and 145; KGCU, Mandan Radio Association, Mandan, N. Dak., authority to operate from 1 to 7:30 P.M., and from 10 P.M. to midnight or later, CST, on July 8 only, provided KLPM remains silent; KLPM, John B. Cooley, Minot, N. Dak., authority to operate from 7:30 to 10 P.M., CST, on July 8, provided KGCU remains silent.

Also, WABC, Atlantic Broadcasting Corp., New York City, authority to broadcast messages addressed to lost yacht "Curlew" enroute to Bermuda; Same Co., WIEI, WIEJ, authority to use stations July 5 to 9th inc., in connection with broadcast from aquaplane; KGZE, City of San Antonio & State of Texas, San Antonio, Tex., license for police service; 2506 kc., 500 watts; W9XH, W9XE, W8XC, Ford Motor Co., Lansing, Mich., renewal of special experimental licenses 389 kc., 1 KW.

Renewal of Licenses

WAAW, Omaha, Neb.; WABC-WBOQ, New York; WAIU, Columbus, O.; WBT, Charlotte, N. C.; WBZ, Boston, Mass.; WBZA, Boston; WCAU, Philadelphia, Pa.; WCAU (auxiliary); WCCO, Minneapolis, WDGY, Minneapolis; WDZ, Tuscola, Ill.; WEAF, New York; WEAF (auxiliary); WEEU Reading, Pa.; WENR-WBCN, Chicago, WENR-WBCN (auxiliary); WGN-WLIB, Chicago; WGY, Schenectady, N. Y.; WHAM, Rochester, N. Y.; WHDH, Boston; WINS, New York; WJR, Detroit, Mich.; WJZ, New York, WJZ (auxiliary); WLW, Cincinnati, Ohio; WMAQ, Chicago; WMAZ, Macon, Ga.; WOAI, San Antonio, Tex., WPG, Atlantic City, N. J.; WPTF, Raleigh, N. C.; WRUF, Gainesville, Fla.; WRVA, Richmond, Va.; WSB, Atlanta, Ga.; WSM, Nashville, Tenn.; WTAM, Cleveland, Ohio; KEX, Portland, Ore.; KFAB, Lincoln, Neb.; KFBI, Abilene, Kans.; KFEQ, St. Joseph, Mo.; KFVD, Los Angeles; KGDM, Stockton, Cal.; KGO, San Francisco; KGO (auxiliary); KRO, Seattle, Wash.; KOA, Denver; KOA (auxiliary); KPCB, Seattle, Wash.; KRLD, Dallas, Texas; KTHS, Hot Springs, Ark. WOI, Iowa State College of Agr. & Mech. Arts, Ames, Iowa, granted renewal of license 640 kc., 5 KW (without experimental clause)daytime

Action On Examiners' Reports

A. V. Tidmore, Hagerstown, Md., granted C.P. for new station to operate on 1210 kc., 100 watts, daytime hours, sustaining Examiner Yost; U. S. Radio & Television Corp., Marion, Ind., granted C.P. for experimental visual station and C.P. for special exp. sound track, frequencies 43 to 46, 48.5 to 50.3, 60 to 80 megacycles, 1 KW, unlimited time, sustaining Examiner E. W. Pratt; Radio Engineering Labs., Inc., Long Island, N. Y., denied C.P. for visual broadcasting station, sustaining Examiner E. W. Pratt; KGBX, KGBX, Inc., St. Joseph, Mo., granted C.P. to move station from St. Joseph to Springfield, Mo., frequency 1310 kc., 100 watts, unlimited time when WOQ is operating, sustaining Examiner Ellis A. Yost; KRMD, Radio Station KRMD, Inc., Shreveport, La., granted renewal of license to operate on 1310 kc., 50 watts, share with WTSL, applicants requesting facilities of KRMD failed to appear at hearing, Examiner Ellis A. Yost sustained;

Application Denied - WNBO, John Brownlee Spriggs, Silver Haven, Pa., denied request for reconsideration of Commission's decision to move transmitter to Elrama, Pa., change time to unlimited, increase day power and remove temporary clause from license. This application has been set for hearing; KORO, KORO, Ltd., Eureka, Cal., application heretofore set for hearing was denied as in default because applicant failed to enter appearance within time allowed, C.P. for new station 1500 kc., 100 w., unlimited.

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HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING WASHINGTON, D. C.

ISSUED TWICE A WEEK AND CONTAINING THE LATEST INFORMATION REGARDING THE RULINGS OF THE FEDERAL RADIO COMMISSION, RADIO LEGISLATION, DEPARTMENT OF COMMERCE REGULATIONS, CHANGES IN WAVELENGTH, CALL LETTERS AND POWER, PATENTS, EXPORTS, FEDERAL TRADE COMMISSION RULINGS AND OTHER MATTERS OF INTEREST TO BROADCASTERS AND MANUFACTURERS. :: :: CONFIDENTIAL—NOT FOR PUBLICATION. :: ::

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No. 544

HENDERSON TAKES GARNER TO TASK

Declaring that adjournment of Congress means dodging anti-monopoly legislation, Representative Harold McGugin (Rep.) of Kansas, revealed the fact that there had been a passage at arms between Speaker Garner, Democratic Vice-presidential candidate, and W. K. Henderson, President of the "Hello World" Broadcasting Company at Shreveport, La.

"I believe that certain correspondence between Mr. Henderson and Speaker Garner discloses that Mr. Garner prefers that this House adjourn failing and refusing to revise the anti-monopoly laws, notwithstanding the fact that he and his party have solemnly stated that monopoly has brought about the most of our present troubles and that revisionary monopoly legislation will benefit labor, the small packer, and distributor", Representative McGugin declared.

"In brief, Mr. Henderson called upon Mr. Roosevelt and Mr. Garner immediately to bring out and pass through this House the promised revisionary legislation of the monopoly laws which would benefit labor, the small packer, and distributor. I have a telegram from Mr. Henderson of July 11th, in which he reports Mr. Garner's answer to this telegram from Mr. Henderson to Governor Roosevelt and Mr. Garner. The telegram of July 11 which I have received from Mr. Henderson is in part as follows:

"'I have a letter from Speaker Garner in which he states that any legislation looking to the curbing of monopoly and centralization of money would be opposed by the Republican Senate and vetoed by the President.'"

Mr. Henderson reported further to Representative McGugin that he had sent the following message to Mr. Garner:

" Replying to your letter of July 7, I only wish to remind that you have driven through the House and Senate legislation authorizing the borrowing of $2,300,000,000 to be placed at the disposal of the Reconstruction Finance Corporation. You did this in the face of the announcement from the White House that such legislation would be vetoed. Now, in this matter of monopoly and centralization of money, by far the greatest economic question facing us, you dismiss it with the simple statement that a Republican Senate would refuse to concur in such legislation and that the President would veto same, whereas in this instance the President has not announced that he would veto such legislation. It is my belief that the voters of the country will not accept such a statement as any evidence of sincerity on the part of the Democratic leadership in opposition to monopoly."

"No man can enlarge upon this statement by Mr. Henderson", Representative McGugin concluded.

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RCA MOSAIC FOR RADIO CITY

A large glass mosaic will be executed on the walls of the loggia at the western entrance of the seventy-store RCA Building in Rockefeller Center, New York, as one of the most important units in the decorative scheme for the $250,000,000 office and amusement project.

A pictorial design by Barry Faulkner, American artist, has been accepted for the mosaic, which will be 79 feet in length and 14 feet high. It will be carried out by Ravenna Mosaics, Inc., of 101 Park Avenue. The subject will be "Intelligence Awakening Mankind."

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REMOVAL OF KFKW FROM AIR FAVORED

Deletion of Station KFKW, St. Louis, Mo., and granting of its facilities to Station WIL, Missouri Broadcasting Company, St. Louis, giving the latter unlimited time, were recommended to the Federal Radio Commission in a report by Examiner Elmer W. Pratt.

In the same report Examiner Pratt recommended that the application of The American Legion, Department of Missouri, Donald Holden Post No. 106, Albany, Mo., which asked for a new station to use the facilities of both St. Louis stations, be denied.

Station KFKW was recommended for deletion because the Truth Center is not empowered by its character to operate a broadcasting station, and because the station was used "principally as the mouthpiece of Emil C. Hartman in the dissemination of his personal religious views." The Truth Center, it was pointed out in the report, is a corporation engaged in religious and charitable work, and as such is inconsistent with its aims and purposes in operating a commercial broadcasting station for profit.

Station WIL, which formerly shared time with Station KFKW on 1200 kilocycles, will, if the Commission approves the report, operate unlimited time, using the Truth Center station's facilities.

The American Legion application was recommended for denial because Albany, Mo., now receives adequate broadcast service, and because the applicant at the hearing on the case failed to show adequate technical or financial responsibility to operate the proposed station.

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NEW RADIO LIBEL CAMPAIGN RESTRICTIONS

Broadcasters will have to guard themselves against the utterances of political candidates in the forthcoming rip-roaring presidential campaign.

Until the present moment the radio companies have relied on a provision in Section 18 of the Federal Radio Act of 1927 that they "shall have no power of censorship over the material broadcast under the provisions of this paragraph" - said paragraph obliging them to give equal opportunities for broadcasting to rival candidates for a given office. It has, accordingly, been customary for announcers to preface political talks with the explanation that the station assumes no responsibility for utterances made by the speaker being introduced. The fat went into the fire when Chief Justice Charles A. Goss on June 10th handed down a decision in the Nebraska Supreme Court to the effect that radio stations are subject to the same laws against the utterance of libel to which newspapers are subject. This was the first time an Appellate Court had ruled on the responsibility of radio stations for material they permit to pass to the public through the air.

"This decision, I have just learned, started something almost immediately in the State of Minnesota where a hot campaign was raging over the Republican nomination for Governor", Marlen E. Pew, of the Editor & Publisher commented. "In that campaign the radio was being used freely for the promulgation of patently libelous statements against not only a candidate named Earle Brown, who had been drafted by a Republican pre-primary conference to run for Governor, but against the Minneapolis Journal, one of his supporters, as well as Carl W. Jones, its publisher, and other prominent citizens. The listening citizens were told by radio that these men were 'tax-dodgers', though the proof offered was declared by the Minneapolis Journal to be false and misleading figures garbled from public records.

"The political ruckus in Minnesota was about as lively as anything that State has experienced in recent years. Tom Davis, a well-known politician, had bolted the Brown nomination and had held a so-called 'mass convention' of his own at which one Franklin Ellsworth was put up for Governor. Davis had a substantial campaign fund at hand and spent it to wage a bitter radio campaign, using not only the big stations of the Twin Cities, but a number of smaller ones encircling the State.

"This free use of air currents to put into circulation charges against individuals that no newspaper would publish as advertising without legal advice as to libel responsibility, was in full force when, over in Nebraska, Chief Justice Goss came through with his decision. Promptly on the appearance of this legal opinion Publisher Jones consulted his attorney, and on the latter's advice sent to each of the radio stations, together with a newspaper clipping summarizing the Nebraska decision, a warning letter."

The letter revealed the fact that the Minneapolis Journal's taxes were paid by the Journal Printing Company, a separate corporation and the stations were warned that they would be held responsible for any further defamatory broadcasts.

"This bluff-calling epistle was sent out in the last week of the campaign", Mr. Pew continued. "The effect was magical. Some of the station managers, Mr. Jones tells me, replied to the effect that while they had no power of censorship, they would endeavor to prevent further publication of the libels complained of. And they did, by insisting that all manuscripts intended for broadcast be submitted in advance for review. Mr. Davis continued to deliver his air speeches, but was compelled to omit from them the specific charges of tax-dodging he had previously made in every speech. He contented himself with generalized philippics and with challenges to take the matter into the courts. The public, of course, saw through the business as if it were a transparency.

"Some ugly stuff has been 'pulled' in paid radio political campaigns in this country in recent years, the harum-scarum and malicious tactics of 'Kingfish' Huey Long in Louisiana being best remembered, and the evil has seemed to be beyond reach. With the Nebraska decision in hand I see no reason why this particular horned devil should not now be cornered and nailed to the barn-door. Chief Justice Goss' clear and sensible definition ought to be a safe passport to the U. S. Supreme Court if any broadcaster is disposed to stand on the Radio Act as justifying libel at regular advertising rates."

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BUILDERS SOON TO USE SHORT WAVES

Results of estensive tests have proved that operation on the ultra-high frequencies is ready for commercial adoption, after months of experiments which have culminated in the decision that this comparatively new phase of radio operation will play significant part in the business of the future, it was learned at the Federal Radio Commission. The Commission does not wish to make public the name of the laboratory that has reached this conclusion.

Final results of tests have revealed that frequencies around 60,000 kilocycles are of great value for transmission and reception of messages over short distances up to two or three miles. Such operation is dependable and stable, and may be used in a number of capacities.

The building industry, it is expected, will be among the first to make wide use of short-wave operation. Light, portable apparatus will be installed where high buildings are being constructed, so the foreman or supervisor of the job can at all times be in direct personal touch with workmen high on the girders. Such personal contact will mean speedier and more efficient construction.

In highway construction, short-wave apparatus will enable a supervisor to direct work at all points for two or three miles along the road. Where specific directions must be imparted to workmen at different places, the director may sit at his transmitter and maintain contact with all workmen.

In loading and unloading vessels and railway cars, short-wave apparatus will be used to facilitate the work by transmission of information to workers. Constant communication between officers fore and aft on a ship, or between trainmen in the engine and caboose on a train, will be maintained with transmitters and receivers using the ultra-high channels.

In any operation where short-distance communication is necessary, yet where installation of telephone wire systems does not warrant the expense, short-wave radio operation will be used.

Where a private communications system is needed between officials in a large building, short-wave apparatus will take the place of the telephone without installation of wires. In some instances installation of wire systems is impractical or too expensive; in these cases the new radio development will be adopted.

As tests reveal further developments, and the possibility of operation over longer distances becomes imminent, new uses will be discovered.

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COLUMBIA NETWORK TO OBSERVE TELEVISION ANNIVERSARY

WABC and the coast-to-coast Columbia network will be synchronized with W2XAB's television facilities when the first anniversary of Columbia's regular transmission of television programs will be celebrated from 9:00 to 9:15 P.M., EDST, Thursday, July 21st. The same event will also inaugurate regular broadcasting of simultaneous sight and sound on one wave-length, a revolutionary development in visual broadcasting.

In addition to brief talks on television by William Schudt, Jr., director of Columbia's television programs, and Edwin K. Cohan, Columbia's technical director, another innovation will be introduced as the entertainment feature of the program. Harold Stern's Orchestra, which broadcasts over the network from the St. Mortiz Hotel in New York, will play at the hotel roof garden as their leader talks to them and directs them from W2XAB's studio. Receivers set up in front of the band will enable the musicians to follow Stern's baton and to hear his instructions as he faces the flying spot nine blocks away, for the first broadcast in which an orchestra has been led by television.

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DEPRESSION DELAYS 3RD NETWORK

Plans for the organization of a third national network have been abandoned by the George Coates group, at least for the duration of the depression, Variety reports, and continues:

"Coates coterie had men out in the field lining up prospective station members of the chain when Wall Street backing suddenly decided it couldn't spare the coin and called off all promises.

"Syndicate promoting the third chain idea called itself the Affiliated Broadcasting Co., Inc. Coates, the directing mind, is rated as the original founder of the Columbia system."

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A. S. A. APPROVES TWO NEW RADIO STANDARDS

Two new national standards for radio have just been approved by the American Standards Association, it was announced by Dr. P. G. Agnew, secretary of the Association.

The standards were developed by the technical committee on Radio working under the procedure of the American Standards Association, with the Institute of Radio Engineers and the American Institute of Electrical Engineers directing the technical work. Alfred N. Goldsmith, vice-president of the Radio Corporation of America, is Chairman of the committee.

The first of the standards applies to certain details in the manufacture of broadcast receivers which it is desirable to have uniform in the sets of all manufacturers.

The second standard specifies dimensions for many of the principal types of bases and sockets of vacuum tubes used in both receiving and transmitting. The types of base covered in the standard are four-pin bases of the large and small type; large four-pin base without bayonet pin; large five-pin base without bayonet pin; four-pin transmitting tube base; large transmitting tube base; four pin sockets for receiving tubes and five-pin sockets for receiving tubes.

The standard also specifies dimensions for terminal caps for both receiving and transmitting tubes and for connections between the tube elements and the pins.

The manufacturing standards applying to broadcast receivers establish a national standard for the frequency range of receivers from 550 kilocycles (545.1 meters) to 1500 kilocycles (199.9 meters). The rating and design of socket-power devices and electric radio receivers are to be standardized for operation on voltages from 105 to 125 volts. A standard test for quality of soldering of cord tips or terminals to radio cords is also provided. This test is a straight pull of five pounds applied to the cord tip or terminal. Other details for which standard dimensions are established are cord tips, binding post, cable terminals, radio plugs and jacks, and pilot lamps. There are also standard definitions for the various parts of radio receivers.

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WHITE NEW COLUMBIA PRESS MAN

Jesse S. Butcher has resigned as Director of Public Relations of the Columbia Broadcasting System. Paul W. White, news editor of the network for the past year and a half, has been appointed Publicity Director.

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RCA AND MACKAY OPPOSE FURTHER SHORT WAVE HEARINGS

Further hearings by the Federal Radio Commission on the reallocation of domestic short-wave frequencies assigned to R.C.A. Communications, Inc., and the Mackay Radio and Telegraph Co. by the District of Columbia Court of Appeals were opposed yesterday (Wednesday) by these corporations in replies filed with the court.

The Commission had asked permission to hold new hearings on reallocation of the frequencies, recaptured from the bankrupt Universal Wireless Communications Corporation. It contended that changed economic conditions since the court order necessitated further deliberation.

R.C.A. Communications in asking that the petition be denied, stated that it "has the ability and desire to inaugurate its domestic point-to-point system."

"There must come a time when a final determination will be made of the issues in this case and we submit that time has arrived", the company asserted.

Arguing the necessity of feeders within the United States to supplement its transoceanic system, the company declared that it has "never been able to make satisfactory arrangements for pick-up services with land lines; namely, the systems of the Western

Union Telegraph Company and the Postal Telegraph Company, both of which own and control or are owned and controlled by cable companies engaged in international communications competing directly with the international communications system of the R.C.A. Communications, Inc."

The Mackay Company contended that "the public is entitled to the type of service that best fits its convenience and any communications company should be entitled to use such means of communications as will best serve the public. These considerations remain whether or not the country is in a state of depression."

The Mackay company said that it has never denied that the Commission has a right to find which frequencies should be allocated to it, subject to the jurisdiction of the court, but contended that the question raised by the Radio Commission had already been decided by the court in favor of the companies.

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NEW ARCTURUS VIOLET RAY LAMP

A new and remarkably different type of health lamp, known as the Sirian Ultra-Violet Lamp, has been developed and is being marketed by the Arcturus Radio Tube Company, Newark, N. J.

The lamp is so designed that it fits into any lighting socket on any lighting line, and does not require transformers or other additional apparatus.

Officials of the company state that the lamps are made in 60, 100, 150 and 300 watt sizes ,and are priced considerably lower than any ultra-violet equipment on the market.

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INTERNATIONAL ELECTRICAL CONGRESS ENDS

The International Electrical Congress closed Tuesday in Paris. It meets twice in a century. The last meeting was held in Paris in 1881. This meeting was to have been held in 1931 but was a year late. The next meeting will be held in 1981, probably in Paris.

A paper by F. G. Loring and H. H. Guttner of the United States described the present use of radio apparatus on moving objects, especially on small ships and airplanes, and predicted greater advances in communication between people traveling and those on land. The last discussion, covering the standardization of the measurement of electrical units indicated a possible world standard in the near future.

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APPLICATIONS RECEIVED BY THE FEDERAL RADIO COMMISSION

July 11 - (Applications other than broadcasting): Harvard Seismograph Station, portables No. 3 and No. 4, new C.P.s for 1602, 1628, 1652, 1676, 1700 kc., 10 w., geophysical service; City of Saginaw, Saginaw, Mich., license covering C.P. for 2442 kc., 50 w. emergency police service; American Telephone & Telegraph Co., Ocean Gate, N. J., license for 19380 kc., 20 KW, point-to-point telegraph and telephone service.

July 12 - WBCM, James E. Davidson, Bay City, Mich., modification of license to increase power from 500 w. to 500 w., 1 kw., local sunset; WIP, Gimbel Brothers, Inc., Philadelphia, Pa., voluntary assignment of license to Pennsylvania Broadcasting Co., Inc.; WMBG, Havens & Martin, Inc., Richmond, Va., C.P. to make changes in auxiliary transmitter and increase operating power of same from 10 w. to 100 w.; WIS, South Carolina Broadcasting Co., Inc., Columbia, S. C., determine operating power of station by direct measurement of antenna power; KFFW, Southwestern Hotel Co., Fort Smith, Ark., license to cover C.P. granted April 26, 1932, for 1210 kc., 100 watts, unlimited time, and changes in equipment; A. H. Yeomans, Athens, Ga., C. P. for a new station to use 1450 kc., 500 w., unlimited time, facilities of WTFI, Athens, Ga.; KFJF, National Radio Manufacturing Co., Oklahoma City, Okla., install automatic frequency control; WIOD-WMBF, Isle of Dreams Broadcasting Corp., Miami, Fla., license to cover C.P. granted March 29, 1932 for changes in equipment (new transmitter); WWL, Loyola University, New Orleans, La., modification of C.P. to extend completion date to Sept. 15, 1932.

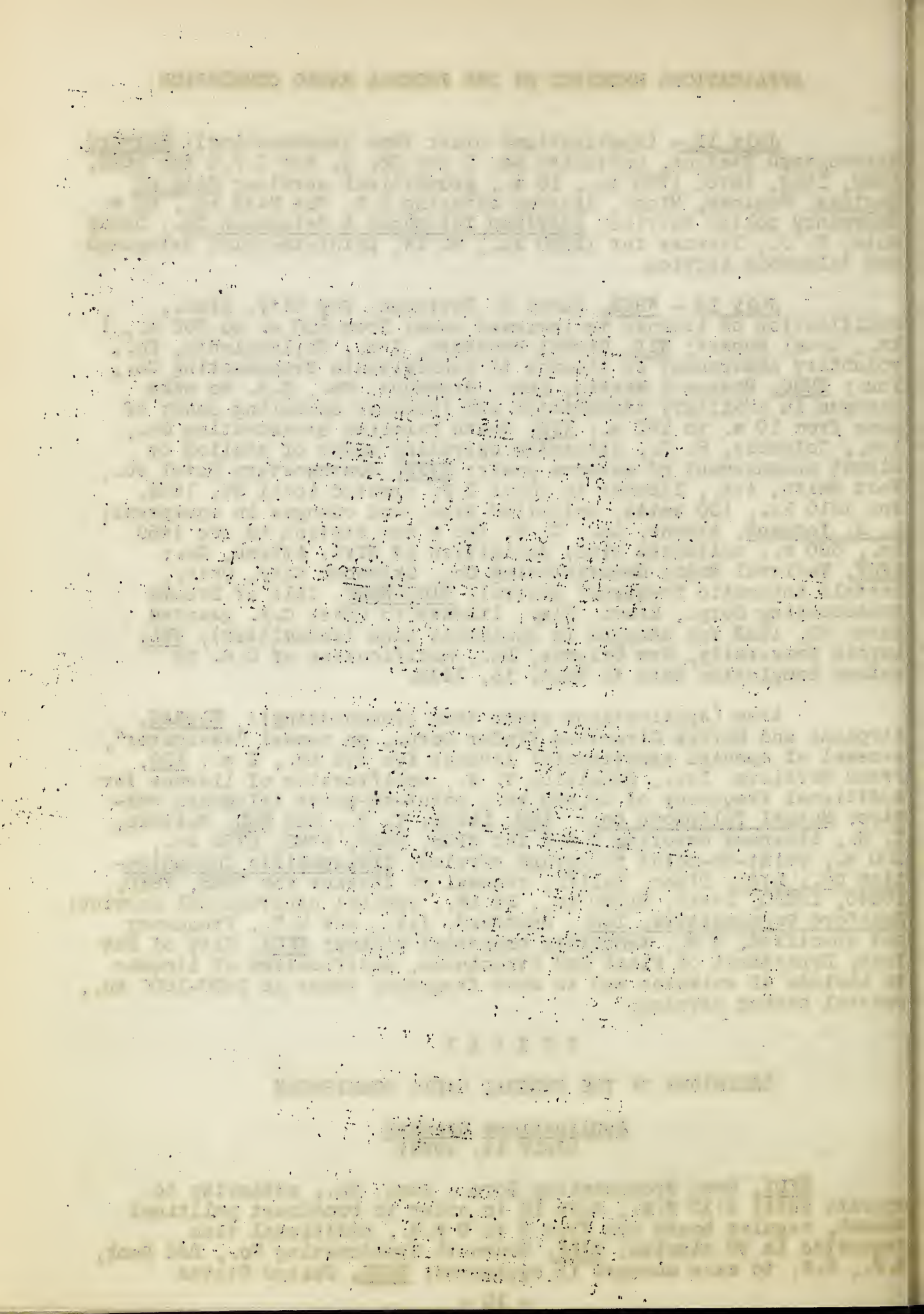
Also (Applications other than broadcasting): W10XAZ, Airplane and Marine Direction Finder Corp., on vessel "Navigator", renewal of special experimental license for 516 kc., 2 w.; KDG, Press Wireless, Inc., Honolulu, T. H., modification of license for additional frequency of 20,800 kc., point-to-point telegraph service; Mutual Telephone Co.: KHM, Lihue, T. H., and KHL, Wailuku, T. H., licenses covering C.P.s for 3195, 3225, 5720, 5750 kc., 500 w., point-to-point telegraph service; Transpacific Communication Co., Ltd., Dixon, Calif., renewal of license for 7365, 7610, 10840, 15355, 15415, 21060 kc., 20 KW., special experimental service; Rockford Broadcasters, Inc., Rockford, Ill., new C.P., frequency not specified, 3 w., temporary broadcast pickup; WKDX, City of New York, Department of Plant and Structures, modification of license to include A3 emission and to show frequency range as 1500-1600 kc., coastal harbor service;

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted
(July 11, 1932)

WFDV, Rome Broadcasting Corp., Rome, Ga., authority to operate until 9:30 P.M., July 12 in order to broadcast political speech, regular hours are from 6 to 9 P.M., additional time requested is 30 minutes; WJBI, Monmouth Broadcasting Co., Red Bank, N.J., C.P. to make changes in equipment; WCGU, United States



Broadcasting Corp., Brooklyn, N. Y., authority to install automatic frequency control, and permission to use transmitter of WFOX during installation; KGCX, First State Bank of Vida, Wolf Point, Mont., authority to operate from 3 to 6P.M., M.S.T., July 14, 15 and 16; WENC, Americus Broadcast Co., Americus, Ga., special authorization to broadcast at night during next two weeks provided WFDW remains silent (action taken July 9); KMOX, Voice of St. Louis, Inc., St. Louis, Mo., permission to pick up and rebroadcast interview between publicity man and commanding officer, 35th Division, Thursday, July 14th, if permission is obtained from Missouri National Guard for rebroadcast (action taken July 8); KMBC, Midland Broadcasting Co., Kansas City, Mo., authority to extend test period for 10 days, (action taken July 9); Cannon System, Ltd., Glendale, Calif., permission to take depositions in re hearing on applicant's application set for hearing July 22nd (action taken July 7); KSOO, Sioux Falls, Broadcast Association, Inc., Sioux Falls, S. Dak., special authority to continue operating daily until 6:30 P.M., CST, and on Sunday nights beginning at 9:30 P.M., CST, with reduction of power to 1 KW, authorization subject to cancellation at any time without prior notice to licensee.

The following stations were granted suspension of working rule 145 until September 1, pending the testing of frequency monitors at the Bureau of Standards which have been ordered: WCAL, Northfield, Minn.; KPOF, Denver, Colo.; WCAX, Burlington, Vt.; WORK, York, Pa.; WCBS, Springfield, Ill.; KGVO, Missoula, Mont.; KSEI, Pocatello, Idaho; WRAK, Williamsport, Pa.; KGEK, Yuma, Ariz.; WCBD Zion, Ill.; KXI, Portland, Oregon; KTFI, Twin Falls, Idaho; WBTM, Danville, Vt.; WBMS, Hackensack, N. J.; KGFX, Pierre, S. Dak.; WKBH, LaCrosse, Wis.; WKBZ, Ludington, Mich.; WWRL, New York, WERE, Erie, Pa.

Applications Other Than Broadcasting

WPDY, Department of Police, Atlanta, Ga., authority to operate police station with power up to 400 w., for period of 60 days, for purpose of determining maximum amount of power necessary to cover surrounding counties; W8XAA, Department of Airport, Cleveland, Ohio, special experimental C.P. 278 kc., 15 w.; WPEI, Police Department, Woonsocket, R. I., license for police service, 2470 kc., 50 w.; KICZ, Mutual Telephone Co., Honolulu, T. H., license point-to-point telegraph service 3195, 3225 kc., unlimited time, 5720, 5750 kc., daylight only, two transmitters 1 kw each. International Harvester Co., on vessel "The Harvester", special experimental license 484 kc., 1 KW, beacon signals band width, 4 kc; Standard Oil Co. of California, on vessel "F. H. Hillman", special experimental license 516 kc., 2 w., beacon signals, band width 4 kc.; Boeing Air Transport, Inc., modification of 35 licenses (Aviation-Aircraft) for addition of frequencies 3322.5 and 5592.5 kc.

Also, Aeronautical Radio, Inc.: WSDK, Memphis, Tenn., aeronautical point-to-point C.P. for installation of new equipment; KGUA, El Paso, Tex., modification of aviation license for additional points of communication; also, modification of 36 licenses (Aviation-Aircraft) for two additional frequencies 3322.5 and 5592.5 kc.; KNWD, Bismarck, N. Dak., modification of C.P. extending commencement date of construction permit to June 18 and completion date to Sept. 18, 1932.

Also, National Air Transport, Inc., modification of 29 licenses (Aviation-Aircraft) for two additional frequencies 3322.5 and 5592.5 kc., to be added to each license; Pacific Air Transport, Inc., modification of 15 licenses (Aviation) for addition of frequencies 3322.5 and 5592.5 kc.; Varney Air Lines, Inc., modification of 9 licenses (Aviation-Aircraft) for additional frequencies 3322.5 and 5592.5 kc.; KHUBY, Boeing Airplane Co., Inc., modification of aviation-aircraft license for two additional frequencies, 3322.5 and 5592.5 kc.; WQCH, Radiomarine Corporation of America, aboard "Carabobo", temporary authority not to exceed 60 day to operate transmitting pending receipt of formal application, frequency 125 to 500, 750 w.; WODI, H. Leslie Atlass, aboard yacht, "Harriett", authority to use telegraph frequencies above 3000 kc., to be used pending action on formal application for license; KDCT, Tropical Radio Telegraph Co., New York, 60-day authority pending receipt of formal application to operate aboard vessel "Veragua", in accordance with rule 285; W6XAN, Press Wireless, Inc., Los Angeles, Cal., extension of completion date of C.P. to Dec. 31, 1932; WPEJ, Department of Police, Brookline, Mass., extension of time in which to complete construction, from July1l for one year.

Set for Hearing

Anthony F. Crisselli, Long Island City, N.Y., requests C.P. 1500 kc., 100 w., share with WMIL, WWRL, WMPQ (facilities of WLBX); WWRL, Long Island Broadcasting Corp., Woodside, Long Island, requests modification of license to increase hours of operation to half-time sharing with WMIL, WMBQ (facilities of WLBX), heretofore shared with WMIL, WMBQ, and WLBX: WMBQ, Paul J. Gollihofer, Brooklyn, N. Y., requests modification of license to increase hours of operation to nine hours, dividing with WMIL, WWRL and WLBX, and facilities of WLBX; J. B. Sanders, Center, Texas., requests construction permit 1310 kc., 100 w., specified hours (facilities of KFPM); KSOO, Sioux Falls Broadcast Association, Inc., Sioux Falls, S. Dak., renewal of license set for hearing because facilities of station have been applied for, temporary license issued pending outcome of hearing.

The experimental clause was removed from the licenses of the following stations: WJAR, The Outlet Co., Providence, R. I., this station is licensed to operate with 250 w. night and day and additional 250 w. daytime on experimental basis on Canadian-shared channel of 890 kc., 500 w., daytime made permanent; WLBZ, Maine Broadcasting Co., Inc., Bangor, Me,, this station is licensed to operate with a power of 500 w. for experimental purposes to determine whether interference results on 620 channel, 500 w. made permanent; WLBW, Radio-Wire Program Corporation of America, Oil City, Pa., this station is licensed to operate on 1260 kc., with night power of 500 w., and day power of 500 w. and additional 500 w. experimentally, now to operate with 500 w. night, 1000 w. day; WCFL, Chicago Federation of Labor, Chicago, Ill., station licensed to operate on 970 kc., with 1½ kw., limited time, and special authority to operate unlimited time, station now has C.P. to move transmitter and operate unlimited time with 5 kw.

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HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING WASHINGTON, D. C.

ISSUED TWICE A WEEK AND CONTAINING THE LATEST INFORMATION REGARDING THE RULINGS OF THE FEDERAL RADIO COMMISSION, RADIO LEGISLATION, DEPARTMENT OF COMMERCE REGULATIONS, CHANGES IN WAVELENGTH, CALL LETTERS AND POWER, PATENTS, EXPORTS, FEDERAL TRADE COMMISSION RULINGS AND OTHER MATTERS OF INTEREST TO BROADCASTERS AND MANUFACTURERS. :: :: **CONFIDENTIAL—NOT FOR PUBLICATION.** :: ::

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No. 545

POLITICAL PRESSURE DESTROYING CLEAR CHANNELS

"Slowly but surely the 'clear channels' - the very backbone of American broadcasting - are being whittled away", O. H. Caldwell, former Federal Radio Commissioner declares in an attack on the Federal Radio Commission for yielding to political pressure. "One by one, the exclusive wavelengths which have made it possible for radio to reach every small town, rural community and farm in the United States, are being ravaged by political pressure and commercial expediency", Mr. Caldwell warns. "Steadily the structure crumbles. Already five of these forty clear channels are gone as 'rural service' channels."

The former Commissioner explained the breakdown of the clear-channel structure started when the owners of Station WGY at Schenectady carried to the Supreme Court their case demanding the unrestricted full-time operation of Stations WGY and KGO at San Francisco on the same wavelength, - without synchronized frequency control between the two stations, as proposed by the Radio Commission.

KSL at Salt Lake City, Utah, now has its clear channel destroyed by the Commission's authorization of Station WJJD, at Chicago, to operate until 9 P.M., Chicago time.

The frequency assigned as a clear channel to Station KJR at Seattle, Wash., is now authorized for destruction by a 5-kw. transmitter which the Commission has granted permit for the Chicago Federation of Labor station, WCFL, to build at Chicago.

"The National Broadcasting Company operates KJR at Seattle, which will have its service area hemmed in to within a few miles of Seattle when the new WCFL transmitter gets operating, depriving millions of small towns, remote mountain cabins, and ranch owners in the Pacific Coast and Rocky Mountain states of radio reception from this station", Mr. Caldwell charges. "The matter was referred to the operators of Station KJR, but with the labor group demanding the use of the wavelength, engineering principles were waived and forgotten, and the simultaneous use of the channel conceded. Here was an instance in which the majority of the members of the Federal Radio Commission, sworn to protect the radio rights of the listeners, gave no heed to the loss of radio facilities by remote millions in the mountain area which needs broadcasting service most, and yielded to the importunities of the Senators who control the confirmation of the Radio Commissioners.

"The Radio Commission had previously refused many other applications for facilities to be used in Illinois, because that State was over-quotaed under the Davis Amendment. In fact the Commission recently granted an applicant from Indiana the facilities previously assigned to Station WIBO in Chicago, in order to bring about equalization. This case is now pending in the Court of Appeals, but regardless of all this, the Radio Commission last

month granted additional facilities to Illinois, in the WCFL case, inconsistent with the Commission's own quota rules and regulations,- inconsistent with the mileage separation which the Commission's engineers say is necessary between two five-kilowatt stations, - and also inconsistent with General Order No. 40 setting up clear channels. A powerful bloc - and politics - did the trick."

Clear Channel No. 4 had its doom sealed when the State Department, also charged with the protection of American interests, assented to the simultaneous operation of a 5-kw station in Nova Scotia, on the same wavelength as Station KNX at Los Angeles. In periods of good radio reception, the inevitable heterodyne beating in on this channel from the Canadian border, will convert KNX from a great clear-channel station designed to serve the vast Rocky Mountain territory, into an impotent regional, barely getting out to the San Francisco Bay country without an annoying whistle riding on its carrier.

The fifth clear channel to go into the "ether trash-heap", according to the allegations, is 1100 kilocycles, now occupied under a time-sharing arrangement between Station WPG, the Columbia Broadcasting System's outlet at Atlantic City, and Station WLWL, at New York, the station of the Paulist Fathers, one of the teaching orders of the Catholic Church.

"Destruction of this clear channel was also arranged by the U. S. State Department in completing its recent radio agreement with Canada", the former Federal official asserts. "Our good friends of the north, numbering in population about the same as California or New York City, already had three times as many wavelengths per capita as have citizens of the United States, but the latest adjustment dictated by the State Department grants them four times the radio service per capita, besides ruining two American clear channels in the bargain.

"The sorry spectacle thus taking place in the collapse of the clear channels is known to radio engineers and to all who follow the Washington wavelength assignments, but while all privately lament the progress of the destruction, few can be found to raise their voices in protest. Unhappily those informed seem too busy or concerned with their own individual situations, to protect the general commonwealth of radio. And the majority of the Federal Radio Commission, continuously pounded by political pressure, find that they must grant concessions to properly accoutred applicants, while radio principle and the rights of farm and rural listeners go into the discard.

"What clear channels will go next, is a matter for conjecture. WEAF, WABC, WLW, KDKA, WGN, WMAQ - call-letters all sacred in the minds and memories of American listeners, - may within the next twelve months follow the others over the plank to oblivion, and become merely high-powered locals, each serving a few counties, but lost to rural listeners outside a few miles range.

"Perhaps by the time the U. S. State Department concludes its negotiations with Mexico there won't be any clear channels left!"

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NEW COLUMBIA P. D. IS KANSAN

Like Sam Pickard, Senator Capper, and others of prominence in the radio world, Paul White, new Publicity Director of Columbia, hails from Kansas.

White has been conneced with the Columbia Publicity Department as news editor since December, 1930, coming from the New York staff of the United Press. He was for seven years with the U.P., and he was one of its star reporters. He joined the U.P. upon being graduated in 1923 from the Columbia School of Journalism. Before that, he was telegraph editor of the Kansas City Journal.

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RCA EQUIPS NEW LINERS

Announcement was recently made by Charles J. Pannill, Executive Vice President of the Radiomarine Corporation of America, that the four new passenger vessels of the Grace Line and Panama Mail Steamship Company will be completely outfitted with RCA equipment.

Two of these ships, the "Santa Rosa" and "Santa Paula", were recently launched at The Federal Shipbuilding Company's plant at Kearny, N. J., where their sister ships, "Santa Lucia" and "Santa Elena", are still on the way. When these new steamers are commissioned, they will be placed in the Grace-Panama Mail Central American service and the radio transmitting and receiving apparatus will be of such a type and power that continuous communication can be maintained throughout the voyage with the Radiomarine Corporation's high power short wave stations at Chatham, Mass., and San Francisco, Calif.

Each of the ships will have a main set consisting of a 500/750 watt combination short and intermediate wave transmitter and an auxiliary 50-watt intermediate wave transmitter which operates from a storage battery. Two receivers will be used for operation in the short, intermediate and long wave bands, and an RCA radio direction finder will enable the vessels to take bearings on shore points and on other ships at all times.

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N. Y. PLEASED WITH POLICE RADIO

Police Commissioner Mulrooney announced his complete satisfaction with the police radio broadcasting system installed in New York City last February. The radio patrol cars in the five boroughs have answered approximately 5,000 alarms.

"In the period June 1 to June 14th, they answered 550 calls and from June 15th to July 4th, they answered 981", the Commissioner said, "and the efficiency keeps increasing. The radio has helped us make a number of arrests that would not have been made without the new alarm system."

The radio cars were used in 145 arrests in Manhattan, 112 in Brooklyn, 20 in the Bronx and 18 in Queens. Originally 180 cars were in use; now there are 238. The number will be increased as soon as department engineers have completed experiments with a new type of receiver which will overcome electric interference on Broadway and the poor reception in the financial district.

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LIFTING OF JAPANESE BAR ON SHORT-WAVE RADIO SEEN

Increasing public interest in international broadcasts, usually handled by short-wave transmission, seems to indicate that eventually the Japanese government ban on the short wave may be modified, according to Assistant Commercial Attache William S. Dowd, Tokyo. It is to be hoped, Mr. Dowd says, that the use of the short-wave sets will be permitted, because such action would, in all probability, stimulate imports from the United States.

At the present time, Japanese manufacturers supply almost exclusively the large demand for long-wave sets, consisting mostly of three and four tube sizes. There is no production of short-wave sets because of lack of demand, and if the government objection were withdrawn, the supply would necessarily, for the time being at least, come from America.

The total number of receiving sets in operation in Japan at the end of April was 1,103,548, there being 58,951 permits approved in that month alone. All sets in the hands of private operators pay a monthly assessment of 25 cents.

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MODERN RADIO TUBE HAS 200 MILE HIGH VACUUM

While flying at high altitude on one of his numerous trips, George Lewis, prominent tube engineer and Vice-President of the Arcturus Radio Tube Company, of Newark, N. J., calculated the height it would be necessary for a balloon or plane to rise before encountering the degree of vacuum attained in a radio tube.

"As an aviator flies upward", says Mr. Lewis, "the air he breathes becomes rarer and rarer, slowly approaching a vacuum. When the flier rises three and six-tenths miles, he has left half the earth's atmosphere below him.

"While it has not been accomplished to date, should man reach an altitude of thirty-one miles, he will find that the atmospheric pressure has dropped to one-seven thousandth that of sea level. But even this degree of rarification is negligible in comparison with the degree of vacuum attained in a good radio tube. This pressure is equal to seven thousand microns, and a good radio tube has a vacuum of about five to seven microns - a thousand times better.

"It is difficult to estimate just how high one must go before encountering a vacuum comparable to that in a radio tube. Up to thirty-one miles, the density of the air decreases in a simple mathematical proportion - the logarithm of the pressure varying inversely with altitude. Above this altitude each molecule of air must be considered as a tiny satellite of this planet, and engineers have been unable to calculate the manner in which the atmosphere becomes more rarified.

"Probably", concludes Mr. Lewis, "if an aviator could take a tube up two hundred miles, and there empty out the air, he would have a perfectly fine vacuum suitable for radio uses."

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COLUMBIA HAS BIG MAIL INCREASE

For the year ending July 1, 1932, the total number of letters written by listeners and addressed to the New York outlet alone of the Columbia network, according to a statement by that organization, amounts to 3,316,025. For a representative month, March, 1932, the total approached 736,512 letters - or a daily average of close to 25,000.

The current year's figure presents a marked contrast to that of the previous year. For in that period, ending July 1, 1931, the fan mail received totalled 479,942 letters, showing an unprecedented increase of 2,836,083 letters.

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A. T. & T. EARNINGS $4.02 A SHARE

The American Telephone and Telegraph Company reported for the six months ended on June 30th, a net income of $75,044,346, equal to $4.02 a share on 18,660,970 average number of shares outstanding during the period, comparing with $89,213,357, or $.89 a share, in the first half of 1931. The report is subject to minor changes when final figures for last month are available. To continue dividends at the annual rate of $9 a share, the company called upon surplus for $8,875,021 in the half-year. In the same period in 1931 there was a surplus of $9,331,270 after dividend payments.

Total earnings amounted to $130,846,789, for the six months, against $150,379,198 in the first half of 1931. Revenues in the form of dividends were $69,671,264, against $79,214,738, and interest received was $13,090,537, against $14,000,274. No dividends have been received this year from the Western Electric Company, as contrasted with $10,325,862 received in the first six months of last year, Mr. Gifford said. Western Electric is operating at about 20 per cent of capacity, with a net loss for the first four months of this year, the latest available figures, of $3,381,000.

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FATHER OF BOND GEDDES DIES

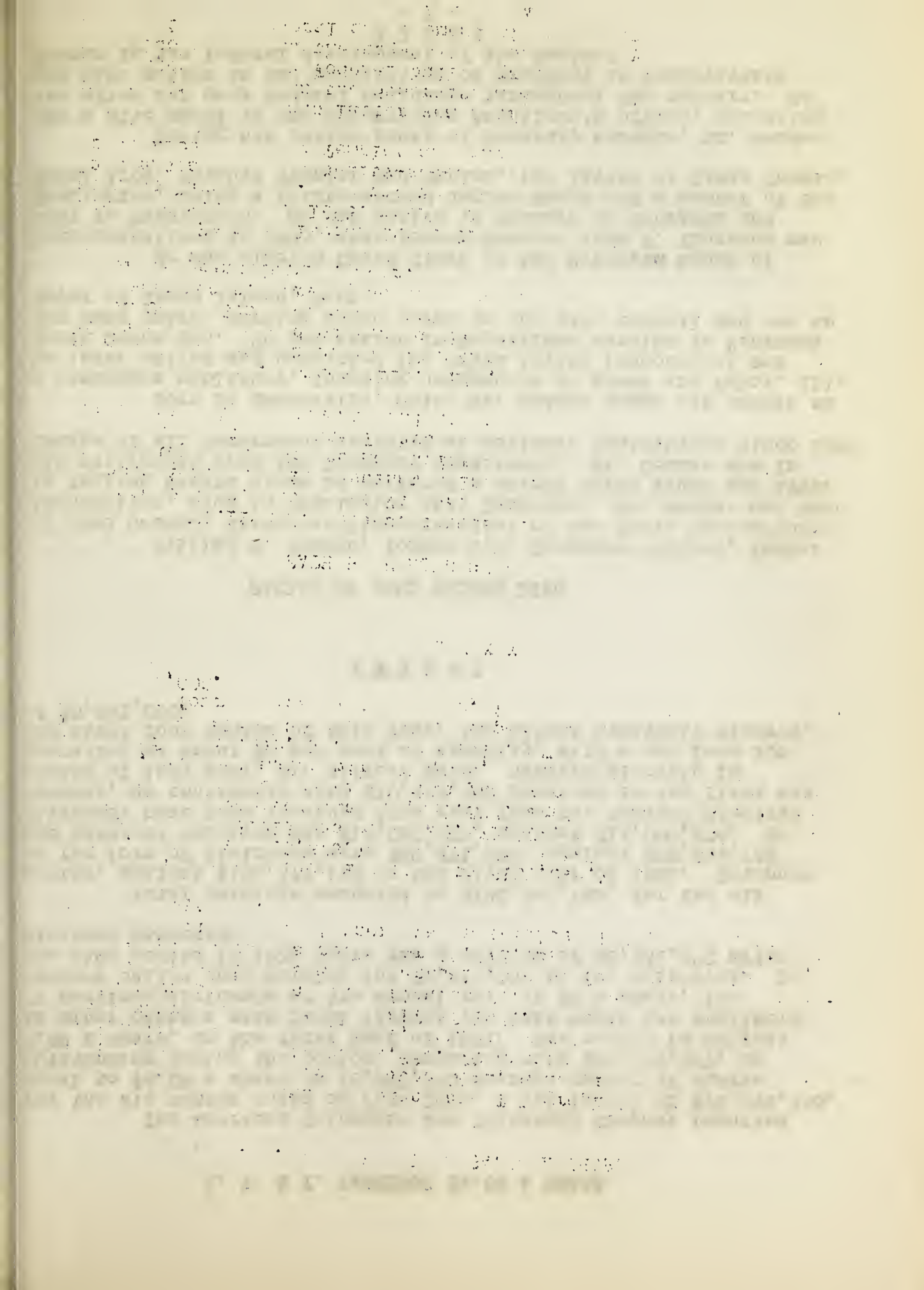
William M. Geddes, former U.S. Treasury officer, father of Bond Geddes, Executive Vice-President of the Radio Manufacturers' Association, died in Washington last Thursday. Mr. Geddes had been in failing health since he suffered a stroke three years ago after his retirement from the Treasury Department. Mr. Geddes was in charge of all Government exhibits at national exhibitions since 1889

Born in Zanesville, Ohio, Mr. Geddes began his career as a newspaper publisher, founding newspapers at Pawaw and Amboy, Ill. He later edited and published the Grand Island Independent and South Omaha Sun. He was active in Republican circles in Nebraska for many years, serving seven terms in the city council and one as Mayor of Grand Island, Nebr.

He was elected Chief Clerk of the Nebraska House of Representatives in 1883, when former Senator John M. Thurston was sent to Washington. He was active in Masonry in Nebraska and Washington, being a thirty-second degree Mason and a member of the Royal Arch, Knights Templar and Shrine, the latter of Almas Temple.

During his latter years of Treasury service, Mr. Geddes was a site agent in the Supervising Architect's office, selecting the sites for many Federal buildings throughout the country. He was also active in the acquisition of property on Pennsylvania Avenue in the Federal development of the Capital.

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PREDICTS LITTLE CAMPAIGN RADIO BEFORE FALL

"National Broadcasting Company spent money into six figures to cover the two conventions. The cost includes loss of revenue from advertising contracts, as well as payments to performers under contract whose services could not be used", James McMullin writes in the "National Whirligig" published by the McClure Newspaper Syndicate, New York City, and subscribed to by more than 100 newspapers.

"The all-night session of the Democratic convention was a pain in the neck to the radio exchequer.

"The net result is to put radio executives in position to ask the politicians to pay for any more time they want. Where the big money required is coming from is another question. One radio official believes there will be little activity along these lines before October.

"Both the large broadcasting chains have suffered sharp losses in commercial accounts recently. Hundreds of employees have been laid off in an economy drive."

To this the following confidential note, not for publication, is added by Mr. McMullin:

"It is understood here that both the Republican and Democratic organizations are anxious to make maximum use of the radio for speeches delivered by the candidates themselves. Radio conceals President Hoover's apparent inability to look an audience squarely in the eye, just as it conceals Gov. Roosevelt's physical handicap. Both men are apt to make a better impression on the radio than in person."

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APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

July 15 - WTAG, Worcester Telegram Publishing Co., Inc., Worcester, Mass., direct measurement of antenna power; WRNY, Aviation Radio Station, Inc., New York, N. Y., modification of license for increase in hours of operation; facilities of WQAO-WPAP, New York; KFRU, Stephens College, Columbia, Mo., voluntary assignment of license to KFRU, Inc.; JAMES M. CALDWELL, Goodland, Kans., C.P. for new station amended to request 1310 kc., share with KGFW, Kearney, Nebr., instead of 1500 kc., share with KGKY, Scottsbluff, Nebr., still requesting 100 w. power.

July 13 - W3XR, Bell Telephone Laboratories, Inc., Menham Township, N. J., renewal of special experimental license for 278, 3415, 5592.5, 5642.5 kc., 400 w. and 10 w.; W1XAK, Westinghouse

Electric & Manufacturing Co., Chicopee Falls, Mass., renewal of special experimental license for 990 kc., 50 kw.; WEJ, WQE, WQY, WEL, WPE, RCA Communications, Inc., Rocky Point, N. Y., modification of license for change in normal transmitter number and change in points of communication, point-to-point telegraph service; Tropical Radio Telegraph Co., Hingham, Mass., C.P. for new transmitter, 6770, 12940, 17580, 10460, 12955, 10450, 677.5 kc., 1 kw., point-to-point telegraph service.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

In a decision of July 11th, it was announced that the experimental clause had been removed from the license of Station WCFL, Chicago Federation of Labor, Chicago. A correction of July 15th states that the Commission took no such action.

Applications Granted (July 15, 1932)

KGBU, Alaska Radio & Service Co., Inc., Ketchikan, Alaska, C.P. to install new equipment and move station locally; change specified hours of operation to as follows: 10 A.M. to 2 P.M., 5 to 7 P.M., 10 P.M. to 3 A.M.; WTIC, The Travelers Broadcasting Service, Corp., Hartford, Conn., authority to install automatic frequency control equipment; WBAK, Pennsylvania State Police, Harrisburg, Pa., authority to install automatic frequency control equipment; KFJI, Broadcasters, In., Klamath Falls, Oreg., authority to install automatic frequency control equipment; WMBO, WMBO, Inc., Auburn, N. Y., license covering local move of station, 1310 kc., 100 watts, unlimited time; WMBC, Michigan Broadcasting Co., Detroit, Mich., license covering local move of station and installation of new equipment, 1420 kc., 100 w., 250 w., local sunset, unlimited time; KICA, W. E. Whitmore, license covering erection of new station, 1370 kc., 100 watts, shares with KGFL; KPCB, Queen City Broadcasting Co., Inc., Seattle, Wash., license covering Construction of temporary auxiliary transmitter, 650 kc., 100 w., auxiliary purposes only; KRSC, Radio Sales Corp., Seattle, Wash., license covering changes in equipment and increase in power from 50 to 100 watts, 1120 kc., 100 w. daytime.

Also, WHA, University of Wisconsin, Madison, Wis., modification of C.P. to make changes in equipment and increase power from 750 w. to 1 KW; WFI, Strawbridge & Clothier, Philadelphia, Pa., consent to voluntary assignment of license to WFI Broadcasting Co.; WAPI, WAPI Broadcasting Co., Birmingham, Ala., consent to voluntary assignment of C.P. and license to WAPI Broadcasting Corp., WHOL, Tupper Lake Broadcasting Co., Inc., Tupper Lake, N. Y., renewal of license 1420 kc., 100 w., daytime; KFYO, Kirksey Bros., Abilene, Texas, renewal of license 1420 kc., 100 w., 250 w., local sunsent, unlimited; WDAY, WDAY, Inc., Fargo, N. Dak., authority to install additional type 228-A tube in power amplifier stage to be employed as an auxiliary. A switching arrangement is provided so that it

is impossible for more than one tube to be in use at the same time; KPJM, A. P. Miller, Prescott, Ariz., authority granted Scott and Sturm, purchasers of Station KPJM at a foreclosure sale, to operate the station pending receipt and action on formal application for voluntary assignment of license; KELW, Magnolia Park, Ltd., Burbank, Calif., authority to reduce power to 200 w., for a period not to exceed 10 days (action taken July 13); Wade H. Dellinger, Charlotte, N. C., C.P. for general experimental purposes, frequencies 4100, 51400, 60000 to 100000 kc., 15 w.

Also, Harvard Seismograph Station, two portables, C.P. for geophysical service, 1602, 1628, 1652, 1676, 1700 kc., 10 w.; Harry Shaw, portable to operate on mobile units, granted 3 C.P.s for general experimental service 41000, 51400 and 60000 to 400000 kc., 50 w., granted 3 licenses for general experimental service, 41000, 51400 and 60000 to 400000 kc., maximum power, 50 w.; KIED, Warner Brothers Broadcasting Corp., portable, granted license for broadcast pickup service, 1518, 2342 kc., 250 w.; Grand Trunk Milwaukee Car Ferry Co., on vessel "C Madison", on vessel "City of Milwaukee", experimental license 484 kc., 1 w.; W2XBB, Radio Corporation of America, New York, general experimental license for additional transmitter; frequencies 3492.5, 4797.5, 6425, 8655, 12862.5, 17310 and 25700 kc., 1 kw; W2XDU, Atlantic Broadcasting Corp., New York City, modification of general experimental C.P. to extend completion date to Dec. 1, 1932; W6XAD, Whitford & Ausman, San Francisco, Calif., consent to voluntary assignment of license to Vickerson Radio Laboratories; WDM, Walter S. Franklin and Frank C. Nicodemus, Jr., receivers of Wabash Radio Corporation, Menominee, Mich., modification of fixed public-telegraph and public coastal license to make minor change in hours of operation.

Also, Tropical Radio Telegraph Co.: WBF, Hingham, Mass., modification of coastal telegraph license for change in transmitters and modification of marine relay license to replace one transmitter; also, at Boston, Mass., 60-day authority to operate vessel "Laperia" as third class (action taken July 12); Western Air Express, Inc., modification of aircraft licenses for 8 planes, for additional points of communication; KFT, Pacific Communication Co., Everett, Wash., modification of coastal telegraph license to change hours of operation from unlimited to 6 to 10 A.M., 4 to 8 p.m., PST; KGSA, City of St. Louis, Robertson, Mo., extension of time to complete construction of airport station to 60 days after July 24th; Louisiana State Bureau of Identification and Investigation, Shreveport, La., 90-day extension of time in which to complete construction, and 60-day authority to use 100 w., portable transmitter on frequency 1574 kc., to determine suitable site for a replacement transmitter; KGQH, Van Camp Sea Food Co., Inc., Terminal Island, Calif., 60-day authority to operate radio station aborad vessel "Chicken of the Sea" (action taken July 11th); WJEH, Radiomarine Corp. of America, New York City, 60-day authority to operate 200-w transmitter aboard steamtug "Salvor", frequency 375 to 500 kc., (action taken July 11th).

Renewal Of Licenses

The following stations were granted renewal of licenses for the regular period: WBAL, Baltimore; WBAP, Fort Worth, Tex.; WBBM-WJBT, Chicago; WFAA, Dallas, Texas.; WHB, Kansas City, Mo.; WLS, Chicago; WLWL, New York; WOV, New York; WTIC, Hartford, Conn.; KDKA, Pittsburgh, Pa.; KFI, Los Angeles; KFI (auxiliary); KMMJ, Clay Center, Nebr.; KMPC, Beverley Hills, Calif.; KNX, Los Angeles; KPO, San Francisco; KSL, Salt Lake City, and KVOO, Tulsa, Okla.

Set For Hearing

George F. Bissell, Glens Falls, N. Y., requests C.P. 1370 kc., 50 w., unlimited time (facilities of WESG); Edward Tomajke, Sr., Greensburg, Pa., requests C.P. for new station, 620 kc., 250 w., daytime only; KDG, Press Wireless, Inc., Diamond Head T. H., requests modification of license for additional frequency 19340 kc.; WCOC, Mississippi Broadcasting Co., Inc., Meridian, Miss. WCRW, Clinton R. White, Chicago, Ill., WNAX, The House of Gurney Inc., Yankton, S. Dak., WNOX, Inc., Knoxville, Tenn., renewal of licenses set for hearing because facilities have been applied for.

Application Dismissed

The following application was dismissed at request of applicant: Richmond J. Morrow, and Ronald F. Brill, Roseville, Calif., C.P. for 1500 kc., 100 w., specified hours.

Action On Examiners' Reports

Sayles & Stewart, Gillette, Wyo., denied, C.P. for a new station to operate on 1310 kc., 100 w., 6 to 10 P.M., daily, sustaining Examiner R. H. Hyde; Matheson Radio Co., Inc., Boston, Mass., application of WHDH to move transmitter from Gloucester to Saugus, Mass., sustaining Chief Examiner Ellis A. Yost and rescinding Commission's decision of March 4, 1932, denying this application; Black Hills Broadcasters, Sturgis, S. Dak., denied C.P. for a new station to operate on 1200 kc., 100 w., share with WCAT, sustaining Examiner R. H. Hyde.

Oral Argument Granted

The Commission granted petition of Peter J. Prinz for oral argument to be heard Sept. 7, 1932, in re Examiner's Report No. 380, which recommended that the application of Prinz for renewal of station license to operate Station WMRJ, Jamaica, N.Y., on 1210 kc., with 100 w. power be denied, and granting the application of Peter Goelet for the erection of a new station at Chester Township, N. Y., to operate on 1210 kc., with 50 w. specified hours.

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RADIO LEGISLATION LEFT OVER BY CONGRESS

Several radio bills went over until December with the adjournment of Congress. They will be considered by the 73rd Congress without reintroduction. Among them are:

A bill (H.R. 7716) passed by the House and favorably reported by the Senate Committee on Interstate Commerce, after which it was recommitted, providing for establishment of a system of license fees to be paid by all users of the ether. Approximately $600,000 was to be realized from these license fees, which would be imposed upon broadcasters, commercial radio operators, and all other branches of radio.

Two bills (H.R. 12844 and H.R. 12845) introduced by Rep. LaGuardia (Rep.) of New York, providing for regulation of reasonable license fees for patented radio equipment, and for establishment of reasonable fees for radio advertisement.

A bill (S. 4933), introduced by Senator Metcalf, (Rep.) of Rhode Island, providing that the sum of $10,000 be appropriated annually for four years to the Radio Commission, for the purpose of cooperating with States in development of education by radio broadcasting. This measure also provides that every applicant for a broadcasting license shall be required to file with the application an agreement to set aside not less than five per cent of its authorized broadcasting hours for the purpose of broadcasting educational programs in cooperation with a State director of education who shall cooperate with the Commission.

The report of the Commission on advertising and education in radio broadcasting, requested in the bill (S. 129) was recently submitted to the Senate, which has taken no action with regard to information contained in the report.

Other pending legislation includes the Commission's petition to the Court of Appeals of the District of Columbia, asking that the court clarify its mandate ordering allocation to certain short-wave communication companies of 40 frequencies left vacant when the Universal Wireless Communications Company, Inc., became insolvent. The Commission, in its brief to the court, cited "economic distress" in the communications field as the basis on which new hearings should be held before these vacant frequencies are reallocated.

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Those interested in the musical copyright-radio situation, may find chapters of interest in "Musical Copyright" by Alfred Shafter, just published by Callaghan & Co., of Chicago

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HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING WASHINGTON, D. C.

ISSUED TWICE A WEEK AND CONTAINING THE LATEST INFORMATION REGARDING THE RULINGS OF THE FEDERAL RADIO COMMISSION, RADIO LEGISLATION, DEPARTMENT OF COMMERCE REGULATIONS, CHANGES IN WAVELENGTH, CALL LETTERS AND POWER, PATENTS, EXPORTS, FEDERAL TRADE COMMISSION RULINGS AND OTHER MATTERS OF INTEREST TO BROADCASTERS AND MANUFACTURERS. :: :: **CONFIDENTIAL—NOT FOR PUBLICATION.** :: ::

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No. 546

HERNE, HAMIS BUSINESS LECTURE
WASHINGTON D.C.

GENERAL SALTZMAN LEAVES FEDERAL RADIO COMMISSION

General Charles McK. Saltzman, who, for nearly two and one-half years was Chairman of the Federal Radio Commission, and a member of that body since May 2, 1929, has returned to private life. The President accepted his resignation on July 19th.

General Saltzman's letter said that he was forced to resign because of ill health and upon the advice of his physician.

On June 15, 1932, General Saltzman completed forty years of Government service. He is a native of Des Moines, Iowa

General Saltzman determined upon a communications career even before he entered West Point. As a matter of fact, he commenced communications work as a boy of fifteen in a railroad terminal office. In an emergency one day he stepped into the position of the regular telegraph operator when no other man could be found to fill the place. The work fascinated him and he later became a telegraph operator, working in railroad terminals and for the Western Union.

Then came the opportunity to go to West Point. There he specialized in communications, including telegraphy, telephony, radio, and marine cables.

General Saltzman entered West Point in 1896 and served continuously for 35 years in the regular Army. He was a graduate of the Army War College and ended his Army career as the Chief Signal Officer. As an Army officer he represented the United States at the International Radio Conference in London in 1912, the International Radiotelegraph Conference in Paris, 1925; the International Radiotelegraph Conference in this country in 1927, and the technical radio conference at The Hague in 1929.

General Saltzman received two citations for bravery in action during the Spanish-American War and the Distinguished Service Medal for his activities in the World War.

Numerous names have been presented to President Hoover to fill the vacancy caused by General Saltzman's resignation. Among the names under consideration at the White House are those of Harry Shaw, of Iowa, President of the National Association of Broadcasters; O. S. Spillman, formerly Attorney General of Nebraska; and Robert D. Heinl, of the Washington Post, a native of Indiana.

Also James W. Baldwin, Secretary of the Radio Commission, likewise a native of Indiana; William S. Hedges, of Station WMAQ, Chicago; and Harold Hayes, Federal Radio Supervisor at Chicago. President Hoover has given no indication as to when he will name General Saltzman's successor.

In the meantime, there has been considerable speculation as to who the Commission may elect as its Chairman. The Republican members are Harold A. Lafount and Col. Thad H. Brown. It is rumored that Hoover may recommend Col. Thad H. Brown, Ohio politician, whom he recently promoted from General Counsel to membership on the Commission. Brown's confirmation was vigorously opposed by Senator Couzens although the Senate overrode Couzen's objections.

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CITIZENS POLICE CALLS INSTANTLY HEARD

The newest wrinkle in police radio is connecting the telephone system to the police radio transmitter during the reception of emergency calls in order that all police cars may hear the actual conversation between the dispatcher and the citizen reporting the burglary, hold-up or whatever it may happen to be.

This is revealed in a survey of police radio in 50 municipalities made by the Federal Radio Commission. Police radio, although only 2 years old, is now serving a quarter of the population of the United States and 2,255 police automobiles are equipped with receiving sets. Emergency calls to the extent of 150,000 were transmitted in one month, the average time to transmit one call was 1 minute, 2 seconds, and the busiest hour was between 9 and 10 P.M. From these calls came 12,676 arrests.

Only 25 of the 50 reporting cities made available information regarding the amount of stolen property recovered. These 25 reported recovered property valued at $386,585 for the month. The Commission feels that a fair estimate of the total for all police services using radio is twice this amount. An estimate for cities and States not included in the report brings the aggregate recovery for one month well over $750,000, and for a year such as 1931, to about $9,000,000.

Many licensees believe that secrecy systems have possibilities if they can be made mechanical, rather than of the code book type. The majority of licensees believe that secrecy systems are unnecessary and that the number of times that the transmissions are used for improper purposes is far outweighed by the salutary effect due to reception by the general public.

One licensee, with reference to a secrecy system, states that he believes any criminal organization having the ability to install and operate an intercept system for protection against the police would be able to duplicate mechanical devices installed for secrecy purposes and render such a system ineffective.

Opinion with reference to code designed to transmit the maximum amount of information with the minimum number of words is much more divided. At least one city reports the use of a very complete code based on a numeral system in which the type and gravity of the crime is indicated by the size of the number, such as number 1 indicating a murder, number 2 an armed holdup, etc.

Other cities are experimenting with the code system but do not feel that they are as yet in a position to report on its feasibility. A few cities have tried code and discarded its use. A large group of licensees feel that a code system is unnecessary if care is used by the dispatcher to avoid the transmission of unnecessary words and therefore, do not recommend its adoption.

In one city 15 persons were caught in the actual commission of crime in one month.

It was suggested that a two-way communication system should be provided to permit patrolmen in cars to transmit back to headquarters or to other cars information of general importance in combatting crime. It is recognized that a two-way system of communication has distinct advantages and would permit greater flexibility in the handling of a motorized police force. However, no consideration can be given to the authorization of such a service until a sufficient number of frequencies become available.

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COMMISSION ESTABLISHES FIELD OPERATIONS DIVISION

At an executive session of the Federal Radio Commission yesterday (Wednesday), it was decided to create a Division of Field Operations. W. D. Terrell, former Chief of the Radio Division of the Department of Commerce, is to be chief of the new division.

Commissioner Thad H. Brown will have general supervision of the unit.

President Hoover issued an Executive Order earlier Wednesday abolishing the Radio Division of the Commerce Department and transferring the duties of that division to the Federal Radio Commission.

There are 100 employees in the abolished Commerce Department branch and some of them are faced with dismissal as a result of the President's order. Officials, however, said they could not estimate the number likely to be thrown out of work. Only 31 of the employees are stationed in Washington.

President Hoover acted under the authority of the so-called economy act. In ordering the transfer of the duties and officers and employees of the Radio Division to the Radio Commission, the President authorized the Commission to dismiss officers and other employees not considered indispensable to the service, and to make such changes in the titles, designations and duties of the officers and employees as may be deemed necessary.

He also directed the Commission to return to the Treasury all appropriations or unexpended balances because of this transfer not necessary to the maintenance of the Commission itself.

The Commerce Department July 1st allotted the Division $490,000 for operating during the current fiscal year, a reduction of $156,000 under the 1932 fiscal year appropriation. This fund, Terrell said, would be turned over to the Radio Commission.

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N. Y. NEWS COMMENTATOR MAKES GOOD START

Ed Hill, New York's star newspaper reporter, made a promising beginning as news commentator for Columbia. His subjects were varied. Speaking of depressions, Mr. Hill held out some hope in saying that history shows every depression since the Civil War has ended between May and September. With regard to foreign debts he remarked that anyone who thinks we will get back a sizeable part of $11,000,000,000 owed us abroad certainly believes in Santa Claus. As to Governor Roosevelt, Mr. Hill reported that the sailing expedition and the airplane flight to the Chicago convention, were for the purpose of advertising to the world that the Democratic candidate is physically sound except for his inability to walk.

Mr. Hill credited both the airplane and sailing ideas to Louis McHenry Howe, the "Colonel House" of the Roosevelt contingent. Howe, he said, was an odd character, a behind the scenes worker, whose invisible efforts would likely prove an important factor in the Roosevelt campaign.

Hill has a splendid voice for the radio and though he made a good beginning a year or so ago, has greatly improved since. He has a way of dramatizing his subjects without exploding like a machine gun. His style is quite different from that of Wile, Lawrence or Bill Hard, but just about right for New York. Hill, in fact, is doing from a New York angle about what the above three commentators are broadcasting from the Capital.

Likewise what Hill has to say is not calculated to antagonize newspapers, which have been complaining more than usual lately because radio has been invading the spot news field. Hill doesn't grab a newspaper as he rushes into the studio and depend upon getting by with his audience by reading the headlines, but rather discusses the news in an editorial fashion, venturing his own opinions which, in the light of his long service on the New York Sun, are decidedly worth while.

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N.E.A.'S PLATFORM RE EDUCATION BY RADIO

The platform of the National Education Association, as adopted at Atlantic City, N. J., on July 1st, contained the following radio paragraph:

"Legislation should be enacted which will safeguard, for the uses of education, a reasonable share of the radio broadcasting channels of the United States. State and national school officials should develop the technics for using the radio effectively in education."

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EDITORS' HEAD RAPS RADIO USE OF NEWS

The National Editorial Association opened its annual convention with a discussion of radio competition. L. M. Nichols, of Bristow, Okla., the president, addressed the editors on problems connected with radio broadcasting of news.

"I strongly object", he said, "to radio systems using the news pages as a source of prestige - not only in theory, but legally. The radio station has no right to broadcast the news gathered by newspapers and news associations."

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MULTI-ELEMENT TUBES INCREASE SET EFFICIENCY

Modern radio tube construction, according to W. L. Krahl, Chief Engineer of the Arcturus Radio Tube Company, Newark, N. J., reverses the old adage that the simpler a device the more efficient it is.

Inversely, the more complex tubes have been made by the addition of an extra grid or cathode or other element, the more efficient they have become. And their improved effectiveness has been reflected in the increased efficiency of radio receivers.

"The early three element filament tubes", continued Mr. Krahl, "were efficient as far as they went. But when a screen, grid or cathode were added, either individually or in combination, tube operation and resultant set performance were considerably improved.

"Now comes a new seven-prong tube which we have developed, embodying a filament, cathode, control grid, suppressor grid, screen grid and plate. All of these elements within one bulb results in one of the most versatile tubes ever made. By various connections, this new Arcturus tube can be used as a Class "A" amplifier, triode driver-output tube, Class "B" triode or a pentode output tube.

"This is a definite example where a multi-element tube involving difficult manufacturing processes, results in improved performance of a radio receiver."

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BATTLE OVER 1020 KILOCYCLE CHANNEL UNDER WAY

Representatives of twenty-seven radio stations were present at the opening of the fight before an Examiner, Elmer W. Pratt, of the Federal Radio Commission to obtain control of the 1020 kilocycle channel, which, in turn, involves numerous station changes.

The controversy had its inception in 1928 when the Commission lent to the Fourth Zone the 1020 kilocycle channel which had been allotted to the Second Zone. The "loaned" facilities were placed at the disposal of Station KYW, the Westinghouse station in Chicago.

Now the Second Zone interests insist that the channel should be returned, and both Philadelphia and Detroit want to use it. The owners of Station KYW, contend that it should be permitted to continue operation in Chicago, but if the transfer is to be made, it should be privileged, because of its heavy investment, to move to Philadelphia. Therefore, KYW filed an application asking permission to move its transmitter from the Windy City to Philadelphia.

Other stations have filed applications opposing the move. Among these are two stations and one broadcasting corporation which have applied for the facilities of the Westinghouse station. Station WJAS, Pittsburgh Radio Supply House, Pittsburgh, has asked for the facilities of Station KYW, and an interchange of frequencies with Station WHAS, The Courier-Journal Company and the Louisville-Times Company, Louisville, Ky. Granting of this application would bring the channel back to the Second Zone, where it would be used by the Louisville station.

Station WIP, Gimbel Brothers, Inc., Philadelphia, also has applied for the Westinghouse station's facilities, as well as those of Station WRAX, WRAX Broadcasting Company, Inc., which now uses the 1020 frequency in Philadelphia. By this move also, the channel would be returned to the Second Zone.

The Kunsky-Trendle Broadcasting Corporation, Detroit, has requested a construction permit for a new station at Detroit, to use the facilities of Station KYW; in this instance also the frequency would come back to its original zone.

Stations represented at the hearing were: Kunsky-Trendle Broadcasting Corp.; WJAS, Pittsburgh Radio Supply House; WHAS, Courier-Journal Company and Louisville Times Co.; KYW-KFKX, Westinghouse; WFAN, Keystone Broadcasting Company, Philadelphia; WIP, Gimbel Brothers, Philadelphia; WRAX, WRAX Broadcasting Co., Philadelphia; WCAU, Universal Broadcasting Co., Philadelphia; WPEN, William Penn Broadcasting Co., Philadelphia; WIBG, WIBG ,Inc., Mr. Sutton; WORK, York Broadcasting Co., York, Pa.; Spencer Gordon; WHN, Marcus Loew Booking Agency, New York City; WRNY, Aviation Radio Station, Inc., New York City; WQAO-WPAP, Calvary Baptist Church, New York City; WOWO, The Main Auto Supply Co., Fort Wayne, Ind.; WWVA, The West Virginia Broadcasting Co., Wheeling, W. Va.

The following stations had no applications involved, but were notified of the hearing and appeared: WAAT, Jersey City, N.J.; WIS, Columbia, S. C.; WCCO, Minneapolis, Minn.; KJR, Seattle, Wash.; KDKA, Pittsburgh; WPCH, New York City; WHDH, Gloucester, Mass.; WEEU, Reading, Pa.; WTIC, Hartford, Conn.; WHAM, Rochester, N. Y.; and WNBZ, Saranac Lake, N. Y.

In addition to the 1020 kilocycle channel dispute, the hearing involves a question concerning the allocation of the 1160 kilocycle frequency, a clear channel originally allocated to the Second Zone, but now shared between the Second and Fourth Zones, by Station WWVA, Wheeling, W. Va., and WOWO, Fort Wayne, Ind. Each of these stations wants unlimited time on the channel.

Other issues involved are chiefly problems of interference which might result from different allocations of the channel. Engineering testimony will be presented by each station that might be affected.

The first day's hearing included only testimony on the application of the Kunsky-Trendle Corporation for permission to erect a new station at Detroit. Among those who testified for the Detroit station in addition to the company's president, George W. Trendle, were Frank E. Fisher, representing the Masonic order; Harry I. Dingen, station chairman for radio of the American Legion, and George S. Carroll, State Commissioner of the Knights of Columbus.

The second day was opened with testimony presented by Station WJAS, the Pittsburgh Radio Supply House, Pittsburgh. Counsel for the station, George O. Sutton, Judge Ira E. Robinson, and William Porter, presented testimony in support of the station's application for the facilities of Station KYW.

Mr. Sutton, in outlining what the station requested, pointed out that by giving Station WJAS the facilities of Station KYW, then interchanging frequencies between Station WJAS and Station WHAS, Louisville, Ky., giving the Pittsburgh station 820 kilocycles and granting the Second Zone Louisville station the 1020 frequency, the greatest service to the greatest number of persons in the Second Zone would be brought about.

Judge Robinson, counsel for Station WJAS, Pittsburgh, raised a question which he said was of vital interest to the future of the broadcasting industry in America.

"How long is radio to be a private mouthpiece?" he asked, pointing out that in broadcasting for the various organizations mentioned by Corporation witnesses, the station was serving as a mouthpiece for these private interests.

"Why should any station give free time for propaganda for any sort of organization, regardless of creed, affiliation or other interests?" he demanded. "Radio is a commercial enterprise - not a private mouthpiece."

Engineering testimony for WJAS took up the third day of the hearings.

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BUSINESS LETTER BRIEFS

Charles F. Gannon, Director of the Radio Department, Erwin, Wasey & Co., Inc., New York, has been appointed Chairman of the Committee on Radio Broadcasting of the American Association of Advertising Agencies. Mr. Gannon has served for two years as a member of this Committee. Mr. Gannon succeeds Howard Angus, of Batten, Barton, Durstine & Osborne, Inc., who will remain on the Committee.

"Uses Of Transmissions Of Standard Radio Frequencies" - This pamphlet gives methods of frequency measurement for utilizing the standard frequencies transmitted by radio by the National Bureau of Standards. It is in three parts and may be had by addressing the Bureau of Standards, Washington, D. C. (Letter Circular LC-335 (replacing LC171, 280 and 314).

The Bureau of Standards transmits standard frequencies from its station WWV, Washington, D. C., every Tuesday. The transmissions are on 5000 kilocycles, and are given continuously from 2:00 to 4:00 P.M., and from 10:00 P.M. to 12:00 midnight, Eastern Standard Time. (From October, 1931, to March, 1932, inclusive, the evening schedule was two hours earlier). The transmissions can be heard and utilized by stations equipped for continuous-wave reception throughout the United States, although not with certainty in some places. The accuracy of the frequency is at all times better than one cycle in five million.

The Irving Trust Co., New York, was appointed July 7th, as equity receiver for National Radio Advertising, Inc., of 120 West 42nd Street. The petitioner was the National Electrical Transcription Corporation, a creditor in the amount of $3,177. Assets were said to exceed liabilities, but no estimates were filed.

Executives of the Grigsby-Grunow Co. have been studying an unusually interesting log on the performance of two Majestic radio sets owned by a radio listener in Gisborne, New Zealand. This user, Mr. K. R. Graham, writes as follows: "I own two Majestics, a Model 21 and a Model 251, and have great results from them. I have logged 62 American stations, some with only 100 watts of power with a daylight range supposedly but 1000 miles. As I am writing this note, the American station WBIG is as loud as a local."

Mr. Graham's log, besides covering the U.S.A. from KOA and KNX to WBIG and WRC, includes Station KGBO of the Los Angeles police department. If one studies a map of the world, it is apparent that Mr. Graham's reception of American stations is all over distances of 7,000 to 10,000 miles.

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CHANGES LETTER SIZES

APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

July 18 - WMAL, M. A. Leese Radio Corp., Washington, D.C., modification of license to change from 250 w., 500 w. LS to 500 watts day and night; WSAI, Crosley Radio Corporation, Cincinnati, Ohio, install automatic frequency congrol; WIBG, WIBG, Inc., Glenside, Pa., license to cover C.P. granted 4/13/32 to move studio and make changes in equipment; d/b as Radio Service Co., C.P. for a new station to use 1340 kc., 100 watts, 250 watts, LS, unlimited time; WSMB, WSMB, Inc., New Orleans, La., install automatic frequency control; d/b as Wabash Valley Broadcasting Co., Attica, Ind., C.P. for a new station to use 1210 kc., 100 watts, unlimited, facilities of WHBF.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted
(July 19, 1932)

WPCH, Eastern Broadcasters, Inc., New York City, C.P. to move transmitter from Hoboken, N. J., to College Point Causeway, Flushing, N. Y.; KFYO, d/b as Kirksey Bros., Lubbock, Texas, C.P. to make changes in equipment; KFJF, National Radio Mfg. Co., Oklahoma City, Okla., and WSOC, WSOC, Inc., Gastonia, N. C., authority to install automatic frequency control; WWVA, West Virginia Broadcasting Corp., Wheeling, W. Va., license covering local move of station and making changes in equipment, 1160 kc., 5 KW, share with WOWO; KFDM, Magnolia Petroleum Co., Beaumont, Texas, consent to voluntary assignment of license to Sabine Broadcasting Co., Inc.; WRBX, Richmond Development Corp., Roanoke, Va., 30 day extension of special authority to cease operation while completing new studio and installing new equipment; KRKD, Dalton's, Inc., Los Angeles, Cal., authority to use transmitter of KFSG for 15 days effective July 14th.

Also, Tropical Radio Telegraph Co.; WFV, Mobile, Ala., WNN, Mobile, Ala., modification of fixed public point-to-point telg. License to change hours of operation to Weekdays 8 A.M. to noon and 1 P.M. to 5 P.M., Sundays 8 to 11 A.M. and 3 to 5 P.M.; (WNN marine relay license); WFU, Mobile, Ala., same; WFW, same WNN, Mobile, Ala., same but modification of public coastal telg. license; also, at New York City, 60 day authority pending receipt of formal application to operate aboard vessels "Limon" and "San Mateo" as third class (action taken July 15th); W1OXAZ, Airplane & Marine Direction Finder Corp., on vessel "Navigator", renewal of special experimental license 516 kc., 1 watt; W6GHI, Wayne E. Russell, Fullerton, Cal., new amateur station license; KEKC, Mackay Radio & Telg. Co., Inc., aboard "Norma", 60 day authority pending receipt of formal application to operate as Third Class public service, frequencies 375, 425 and 500 kc., 1 KW (action taken July15;

Also, National Broadcasting Co.: W10XAP, W10 XAN, New York City; RCA Communications, Inc.: W2XBL, W2XBC, New York City; RCA Victor Co.: W10XE, W10XT; Radiomarine Corp. of America: W10XC, W10XA, - special authorization permitting the use of these stations both as "portable" and "mobile"; WIEK, Atlantic Broadcasting Corp., New York City, authority to use station July 14th to 21st inclusive at Jones Beach Island, in connection with broadcast of Olympic tryouts; frequencies 1542 and 2478 (action taken July 13).

Renewal Of Licenses

The following stations were granted regular renewals of station licenses: WJJD, Mooseheart, Ill. (for regular hours); WOR, Newark, N. J., (for regular hours); KJBS, San Francisco; KMOX, St. Louis, and KWJJ, Portland, Ore.

The following stations were granted temporary licenses subject to such action as the Commission may take on their pending applications for renewal of license: WHAS, Louisville, Ky.; WJAG, Norfolk, Neb.; WCRK, York, Pa.; WOWO, Fort Wayne, Ind., WRAX, Philadelphia, WWVA, Wheeling, W. Va., KOB, State College, N. Mexico, and KYW-KFKX, Chicago.

WHO, Central Broadcasting Co., Des Moines, Ia., granted renewal of license, 1000 kc., 5 KW, shares with WOC; WHO, Central Broadcasting Co., Des Moines, Ia., granted special authority to Feb. 1, 1933, to operate simultaneously with WOC on 1000 kc., experimentally. The difference in frequency between the stations shall not be greater than 0.2 cycles per second and on condition that licensee file with the Commission at the end of license period a report of the results of operation; WOC, Central Broadcasting Co., granted special authority to operate simultaneously with WHO as above, and granted renewal of license, 1000 kc., 5 KW shares with WHO; WJJD, WJJD, Inc., Mooseheart, Ill., granted special authority to operate until 8:30 P.M. each evening (CST) on condition that the power of station is reduced 50% beginning at 7 PpM., that is from 20 KW to 10 KW, within 1 hour thereafter, or by 8 P.M. and on further condition that no future requests for operating after 8:30 P.M. CST will be made.

The following stations were granted temporary licenses, pending the Commission's action on their application for renewal of licenses, and designated the applications for hearing:

KWKH, Hello World Broadcasting Corp., Shreveport, La., and WWL, Loyola University, New Orleans, La.

Set For Hearing

WEDC, Emil Denemark, Inc., Chicago, Ill., and WSBC, World Battery Co., Inc., renewal of broadcast station licenses; F. N. Blake Realty Co., Dracut, Miss., requests C.P. for new station to operate on 680 kc., 250 watts, daytime only; Erie Broadcasting Corp., Erie, Pa., requests C.P. for new station, 800 kc., 2500 watts, daytime (till sunset at Dallas, Texas); WCAE, WCAE, Inc., Pittsburgh, Pa., requests C.P. to move transmitter from Gimbel Bros. Warehouse,

Renewal of licenses

The following [illegible] were granted renewal [illegible]
[illegible] Management III. (for [illegible] horns);
[illegible] Newark, N. J., (for [illegible] horns); [illegible] Ben Franklin;
[illegible] St. Louis, and [illegible] Portland, Ore.

The following [illegible] were granted temporary licenses
[illegible] to [illegible] action as the Commission may take on their pending
[illegible] applications for regular [illegible]: [illegible] Kingsville, Tex.;
[illegible] Marble, Ark., [illegible] Pa.; [illegible] Port Wayne, Ind.;
[illegible] Philadelphia, [illegible] Roanoke, Va.; [illegible] Stand [illegible]
[illegible] Texico, and [illegible] Oregon.

[illegible] Central Broadcasting Co., two [illegible] transmitters
[illegible] of license, 1000 kc., 5 kw., share with [illegible]; [illegible] Central
[illegible] Co., Des Moines, Ia., [illegible] construction [illegible] to
[illegible], 1930, to operate simultaneously with WJJD on 1000 kc.,
[illegible]. The difference in frequency between the [illegible]
[illegible] not [illegible] than 0.3 cycles per second and on condition.
That license file with the Commission at the end of license period
a report of the results of [illegible] [illegible] Central Broadcasting Co.,
[illegible] Station [illegible], operate simultaneously with WJJD,
above, and granted renewal of license, [illegible] 5 kw sharing with
[illegible]; [illegible] Radio Inc., Cleveland, Ohio, [illegible] special authority
to operate until 6:30 p.m. EST, using [illegible] power, [illegible] to
[illegible] of station to resume [illegible] at 7 P.M., EST, [illegible] to
[illegible] KFKB, Milford, Kans., [illegible] to [illegible] to 8 P.M., and on
[illegible] condition that no [illegible] request for [illegible] after 6 P.M., CST will be [illegible].

The following [illegible] were granted temporary licenses
[illegible] the Commission may take on their [illegible] pending
[illegible], and granted [illegible] for [illegible]:

[illegible] Radio Broadcasting Corp., Shreveport, La.,
and [illegible], Loyola University, New Orleans, La.

Set for hearing

[illegible] Radio Service, Inc., Chicago, Ill., [illegible]
[illegible] Co., Inc., renewal of [illegible] station [illegible]
[illegible] Broadcasting Co., Dayton, Ohio, renewal of [illegible]
[illegible] on 1360 kc., 100 watts, daytime only; [illegible]
[illegible], requests C.P. to move transmitter [illegible]

Pittsburgh to Baldwin Twp., Pa., and make changes in antenna system; The Greenville News-Piedmont Co., Greenville, S. C., requests C.P. for new station, 800 kc., 1 KW, limited time; Central Broadcasting Co., Davenport, Ia., requests C.P. 600 kc., 250 w., night, 500 w., LS, unlimited time (facilities of WMT); KFSD, Airfan Radio Corp., Ltd., San Diego, Cal., requests modification of license to increase power (night) from 500 w. to 1 KW.

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RADIO REPRESENTATION NOT PERMITTED IN NEWS CONFERENCE

The following is a dispatch to the Editor and Publisher from St. Paul, Minn.:

"In a brief skirmish with radio competition, the newspapers of St. Paul came off victorious. The issue was sharply drawn in the kidnapping of Haskell Bohn, son of a wealthy refrigerator manufacturer of St. Paul. Following the kidnapping the family asked for a press conference with newspapers and the police. When the time was set for the first meeting newspapermen found representatives of radio stations waiting to take part.

"Speaking for the newspapermen R. J. Dunlap, Managing Editor of the St. Paul Dispatch and Pioneer Press argued that the radio should have no part in the conference since it was not a news gathering agency and so long as the conference had for its main purpose disclosure of material for publication gathered both by police and reporters, it was unfair to make this information available for broadcasting.

"Mr. Dunlap concluded by informing police officials that unless radio representatives were excluded, the papers he represented would refuse to take part in the conferences.

"Chief of Police Thomas Dahill accepted this view and the radio representatives were told to withdraw, the chief promising to give radio whatever information he deemed advisable at about the hour afternoon newspapers were off the presses."

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HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING WASHINGTON, D. C.

ISSUED TWICE A WEEK AND CONTAINING THE LATEST INFORMATION REGARDING THE RULINGS OF THE FEDERAL RADIO COMMISSION, RADIO LEGISLATION, DEPARTMENT OF COMMERCE REGULATIONS, CHANGES IN WAVELENGTH, CALL LETTERS AND POWER, PATENTS, EXPORTS, FEDERAL TRADE COMMISSION RULINGS AND OTHER MATTERS OF INTEREST TO BROADCASTERS AND MANUFACTURERS. :: :: **CONFIDENTIAL—NOT FOR PUBLICATION.** :: ::

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No. 547

RADIO SALES SURVEY AVAILABLE

Room for appreciable improvement in efficiency and costs in the wholesaling of radios, whose importance is shown by the fact that it is the outlet for more than 80 per cent of the products of radio manufacturers, has been disclosed in a census of distribution study made available by the Department of Commerce.

Costs of wholesaling in the radio trade, for all types of wholesale houses, amounted to 15.41 cents for each dollar of net sales, it was shown. This figure is held to be a rough guide to efficiency in carrying on the wholesale radio trade; but the fact that more than one-third of the wholesale merchants operated on an expense margin of less than 15 per cent indicates considerably leeway for betterment among the remaining two-thirds, it was pointed out. At least a careful scrutiny of operating costs would seem to be in order.

The great differences in operating efficiency which obtain in a fairly homogeneous group of business establishments is shown by the fact that operating costs of nine wholesale radio dealers, having an average sales per establishment of $95,677, were in excess of 55 per cent of net sales, while 14 merchants with average sales of $242,470 reported percentages of 2.5 to 4.99. Expenses of 618 Other establishments were in between these extremes. Nearly 90 per cent of 641 establishments had costs between 5 and 32.5 per cent.

There are probably numerous factors explaining the wide ranges of costs, among which may be mentioned individual peculiarities and sectional differences.

It is considered noteworthy that the comparatively new radio industry should show such a decided preference for the wholesale distributor. This is all the more amazing when it is recalled that commodities of fairly high unit values, such as radio sets, have been pointed to as lending themselves peculiarly to direct-selling methods. In explanation, it may be said that the very newness of the industry, involving as it does intricate technological problems, has made it necessary to concentrate both capital and initiative on experimentation and production.

The wholesalers have offered a service in distribution which the producers have welcomed. By accepting exclusive agencies, which has made possible the establishment of more definite sales quotas by the manufacturers, wholesalers have, in some cases, contributed to smoother production schedules. Furthermore, they have given intimate attention to the retail field by such activities as supplying service men in each territory.

The wholesalers also have simplified the manufacturer's financing problems by prompt payment of invoices, where direct selling by the manufacturer to the retailer would involve liberal credit terms and tie up capital which might be devoted to production.

The electrical trade is the most important outlet for radios, parts and accessories. Of a total reported sales of these companies, 88.6 per cent went through wholesale establishments of all types in the electrical trade. Wholesale merchants, who accounted for 64 per cent of the radio business in all trades, handled 62.3 per cent of such business in the electrical trade.

The automotive trade was next in importance as an outlet, and wholesale merchants in the hardware and metals trade were third in rank. These three outlets accounted for 96.1 per cent of total sales of radios and equipment, which amounted to about $600,000,000 in 1929.

A basis for comparison of relative saturation of the radio market is set up by the Census Bureau in supplying information by States on the location of wholesale radio specialty houses along with the percentage of families in the States having radios and the total per capita sales at retail in 1929.

These facts make possible the establishment of market quotas on a more satisfactory basis than has hitherto been available. It is a significant market fact that there is a fairly high degree of correlation apparent between the percentages of families having radio sets and per capita sales at retail.

The wholesaling of radio sets and equipment is highly concentrated. New York, Illinois, Pennsylvania, California, Ohio and New Jersey account for nearly 70 per cent of the total volume. New York City is the leading wholesale market with nearly a third of the total volume of the entire country, and is particularly important, since many New York City establishments have built up national distribution. Chicago is second in importance, followed by Newark and San Francisco. These four cities handle half the total wholesale radio business in the United States.

For wholesale merchants operating costs tend to decline as the size of the business increases, the large-scale establishments showing the lowest costs. Manufacturers' sales branches, however, showed lowest costs in the medium-sized businesses and not for the large-scale concerns. In all instances, the small firms showed the highest cost of doing business.

Several interesting correlations have been developed that should prove to be of material benefit to those who wish to improve their methods of distribution radios.

Decided advantages, for example, are shown for wholesale merchants covering a sales territory under a 75-mile radius, for with but one exception operating expenses were higher for firms operating over a wider area. The exception may be explained by the fact that the 70 establishments covering a radius of 251 to 500 miles showed the largest average sales per establishment of the entire group.

It would seem that the wholesalers and the manufacturers' wholesale branches have considerable to learn from each other. Insofar as they perform the same functions and are comparable, it is concluded that wholesalers should be able to reduce their selling costs and that manufacturers should be able to cut the costs not so directly connected with selling.

A census bulletin on the wholesale distribution of radio sets, parts and accessories may be obtained for 10 cents from the Superintendent of Documents, Washington, D. C.

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EXPERIMENTAL STATION ON TELEVISION ASKED

An application for a new experimental visual broadcasting station which would make tests in transmitting television images in color, was recommended for granting in an Examiner's report made public last week by the Federal Radio Commission.

The applicant, the Sparks-Withington Company, Jackson, Mich., proposes to carry on a series of experiments between a television station and an experimental station which will broadcast sound signals simultaneously with the visual images. It was brought out at the hearings on the case June 8th that engineers of the company have developed a method of scanning by which images are transmitted by wire using only half the usual frequency band width required for visual broadcasts. Leland S. Bisbee and James O'Donnell Moran appeared on behalf of Sparks-Withington.

In the report, submitted by Examiner Elmer W. Pratt, it is pointed out that the station, if erected, will be a laboratory for experiments which probably would "result in a substantial contribution to the development of the visual broadcasting art." Chief among these experiments is one in which it is proposed to transmit visual images in color, by a method using a prism filter.

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I. T. & T. STOCKHOLDERS NUMBER OVER 100,000

The International Telephone & Telegraph Corp. has now joined that small and select group of great American industrial organizations which number more than 100,000 stockholders. This mark, which the Corporation has been approaching for some little time, has now been attained, the figures as of July 16th showing that there are 100,745 individual shareholders.

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SATURATION OF BATTERY SETS FAR OFF

The general impression is that these days most of the radio receivers are operated from the electric light socket and that the battery operated set is pretty much a thing of the past. A survey just completed by E. E. Horine, of the National Carbon Company, in New York, proves the contrary to be true.

Out of a total of nearly 30,000,000 families, something more than 9,800,000, or roughly one-third, live in homes without electricity, and therefore must use battery operated receivers or do without radio.

Some of the homes without electricity by States follow:

California, 45,221 (estimated); Connecticut, 13,217; Dist. of Columbia, 21,860; Illinois, 333,666; Indiana, 254,762; Iowa, 238,774; Kentucky, 368,747; Maine, 44,367; Massachusetts, 59,382; Michigan, 250,175; Minnesota, 234,728; Missouri, 389,918; New Hampshire, 21,845; New Jersey, 71,427; New York, 162,334; Ohio, 390,143; Pennsylvania, 506,336; Rhode Island, 3,022; Vermont, 33,975.

The number of families in and around trading areas of certain cities which must depend upon battery sets are as follows:

Hartford, Conn., 2,318; Washington, D. C., 21,860; Chicago, Ill., 76,068; Evansville, Ind., 107,521; Fort Wayne, Ind., 29,449; Indianapolis, Ind.; 106,204; South Bend, Ind., 25,240; Terre Haute, Ind., 40,611; Portland, Maine, 66,857; Boston, Mass., 31,763; Springfield, Mass., 5812; Worcester, Mass., 14,489; Detroit, Mich., 96,051; Grand Rapids, Mich., 54,572; Kansas City, Mo., 137,159; St. Louis, Mo., 251,155; Springfield, Mo., 56,875; Manchester,-Keene, N. H., 27,055; Albany, N. Y., 57,082; Buffalo, N. Y., 56,837; New York City, 208,414; Rochester, N. Y., 41,681; Syracuse, N. Y., 28400; Cincinnati, O., 132,531; Cleveland, O., 82,720; Columbus, O., 124,088; Toledo, 55,963; Pittsburgh, Pa., 156,448; Philadelphia, Pa., 161,504; Providence, R. I., 9,554.

"This enormous and practically untouched radio market has seen radio programs and receivers both get better and better, year by year, but has been unable to take advantage of either", Mr. Horine says, commenting upon the report; "it wants radio, and for the most part it needs radio; and now that a really practical and satisfactory battery receiver has been developed, one which is as modern in every respect as the latest all-electric set, it presents the biggest opportunity the Radio Industry has had for a long time."

"Rural radio possibilities are probably greater both from a commercial and a social point of view than those in our cities. This is proven by the fact that nearly a third of all the homes in the United States are without electricity and must use the battery-type radio set or do altogether without radio. The

importance of this is emphasized by the new report on the market for air cell radio receivers just prepared by Mr. Horine, R. S. McBride, consulting engineer in Washington, said.

"The report shows that in some trading areas there are many more homes without electricity than those which are wired. In such areas the air cell receiver, which is now made by most of the prominent radio set manufacturers, is the only answer to good radio service. Such householders have no lamp socket in which to connect a socket set nor have they power even to recharge a storage battery. The inconvenience of taking such battery to town every time it needs recharging makes the air cell set vastly more convenient, in fact more economical as well.

"The market which can be reached by this new type of radio equipment is one which really needs radio the most of all. It lies largely in rural areas where other means for distribution of news and for securing entertainment are most limited. Great social benefit, as well as commercial opportunity, will therefore come from a full development of these possibilities by the radio set manufacturers."

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RECORDS RADIO PERFORMANCE ACROSS EQUATOR

A celebration in Buenos Aires participated in by the President of Argentina and Robert Woods Bliss, American Ambassador, and transmitted via short waves, was heard so clearly in Washington recently that L. W. Windmuller, in the National Press Building, succeeded in recording the ceremonies on an aluminum disk. It is believed to be the first short-wave program from across the Equator ever successfully recorded.

Although some static was picked up, the 7000-mile broadcast is strikingly clear on the record. There is a rendition by the National Band of the Argentinian hymn, "Oid mortales, el grito, sagrado". The final recorded words are those of the announcer at Station LR4, in Buenos Aires.

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OBJECTS TO PRICE MENTION

"Now during certain hours advertisers may mention prices in radio broadcasting", the Editor and Publisher comments, "but we well remember the day when the broadcasters promised the public that only names of sponsors would be permitted."

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NEW FREQUENCY REGULATION IMPROVES RECEPTION

One month after its strict frequency-maintenance regulation went into effect, the Federal Radio Commission has determined that stations are reaching the largest audience in the history of broadcasting.

The maintenance order, which requires that broadcasting stations keep within a frequency 50 cycles above or below their assigned channels, and which became effective June 22nd, has resulted in universal reduction of interference and increase of service area for nearly all stations, it was explained.

William D. Terrell, Chief of the Commission's new Division of Field Operations, reports that stations throughout the country have cooperated in maintaining their assigned channels, and that very few stations have failed to comply with the new regulation.

Engineers of the Commission, after preliminary tests of the effectiveness of the new ruling, have determined that the service area of most stations has been substantially increased, and that objectionable interference has been reduced to a point where it hinders good reception less than ever before.

Summer months, during which hot weather somewhat restricts broadcasting efficiency, are constantly becoming less feared by broadcasters. During the period from June 22 to July 22, hot weather influenced broadcasting less than during the corresponding period of any preceding year, because of the new order. While stations now may not be reaching quite so many persons as last Winter, considering weather conditions, they are reaching proportionately more listeners than during the cold season of any previous year.

Especially has the new ruling aided small local outlets. Stations of low power found that since all adjacent broadcasters are maintaining their frequencies, programs are being received without interference nearly twice as far in all directions from the transmitter as they were this time last year. The Commission has made definite tests on Station WOL, Washington, D. C., operating with 100 watts - and has found that where before the order went into effect, the station could reach only about four miles without interference, it now serves listeners without interference at a distance of nearly 10 miles from the transmitter.

Thus, for many stations, the service area has been doubled. The greatest reduction in interference has come about by almost complete elimination of heterodyne whistles, which made reception bad for nearly all low-power stations.

Advertisers, paying the same rates to stations that they did when a 500-cycle deviation was allowed, are getting more for their money now than before, and are more assured that their messages reach listeners clearly and without distortion.

The order, termed by the Commission "a recognition of the greatest technical advancement in the broadcast transmitter art in recent years", is not something that can become effective overnight. The change has been gradual from the old to the new deviation requirements. Some stations have not yet been able to install frequency-control devices, because the Bureau of Standards, which must test all apparatus, has been swamped with work because of the order. When the apparatus is working in all stations, it is believed an even greater improvement will be noted.

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RMA REORGANIZATION PLAN TO BE CONSIDERED AT CLEVELAND

A united radio manufacturing industry, with greater cooperation and active direction of receiving set makers; aggressive and constructive measures on behalf of all radio interests, and development of special interests of various groups among radio manufacturers are objects of a plan to reorganize the RMA.

The reorganization plan was approved unanimously by the RMA Board of Directors at Cleveland, July 19th. A membership meeting to consider the plan will be held at 10:00 A.M. Tuesday, August 23rd, at Cleveland, Ohio.

Important features, incorporated in the proposed new by-laws of the RMA, provide for much larger influence and action by chief executives of set manufacturers in industry and RMA affairs, together with unified action and closer work between various manufacturing groups, such as set, tube, parts and accessory manufacturers. Special interests of such groups will be promoted under the direction of each group but with unity and cooperative action on all general industry interests.

The RMA Board of Directors at their Cleveland meeting also ordered a one-third reduction in Association dues of all members for the coming fiscal year of the Association. In view of the one-third reduction in dues, effective August 1st, and additional dues reductions of members because of their decreased volume of sales during the past year, the existing sliding scale of dues rates was unchanged.

Another financial action to benefit members was a ten per cent refund ordered by the Board of Directors to all exhibiting companies in the Trade Show at Chicago last May. The ten per cent rebate was a voluntary action of the Board, not required under contracts with exhibitors, but was made possible by financial results including operating economies. For these the Directors recognized the service of Bond Geddes, Trade Show Manager, with a rising vote of appreciation.

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BUYING HESITANCY REACHED LOW SAYS KLUGH

Buying hesitancy has, in the opinion of Paul B. Klugh, Vice-President of the Zenith Radio Corporation, reached its low ebb and from now on we should all see an increase in radio sales.

"Too many sets have seen the end of their usefulness, and the public will not do without radio", Mr. Klugh declared in announcing the Zenith line for 1932-3.

"There are over five million electric midget sets in the homes of American people today. Easily one-half, or two and a half million, of these owners want standard electric sets. Of the four million battery operated sets, one-fourth, or one million, are being used in homes with electric current and, therefore, can be sold standard electric sets. There are approximately five million obsolete electric sets and another six million wired homes without any radio, all of whom can be sold new radio receivers - a total market today for fourteen million receivers. This is a tremendous market.

"A country-wide survey made of dealers' stocks shows the smallest inventory of radio sets since radio became a real business. These dealers must have up-to-date, standard, well-known radios. Their demands will be felt at an early date.

"A few years back, Zenith built and sold radios for which the customers paid as high as $2,500. Contrast those days with the new prices of our new line - from $49.95 to $184 tax paid - and they are better radio sets than we have ever built. So definitely are they better that we invite anyone to name a single demonstrable improvement known in radio which is not found in the Zenith 1932 line, and we further challenge anyone to name a radio line which contains all the improvements found in our Zenith 1932 models.

"I could not conceive three years ago by any stretch of the imagination that Zenith would ever build a quality radio set and sell it in a console at about $60 - nor an automatically tuned radio set with the exclusive 'Press the button, there's your station!' feature selling around $100. Nor could I, nor any of my associates, foresee that the standard system of discounts to jobbers, which we ourselves inaugurated many years ago, would ever be lengthened as we have lengthened them today.

"Of course, trading up in itself is not the only solution. The past three years have played havoc with a number of manufacturers. Distributors and dealers have taken on radio lines only to find, a few months later, that the manufacturer has gone out of business, liquidated, or dropped radio from his manufacturing program. This has caused tremendous losses on inventory. I say, therefore, that more distributors and dealers today are looking for permanency and stabilization than ever before - and that is one important contribution to a return of radio profits. Radio manufacturing is fast being shorn of a racketeering atmosphere. The

Get-Rich-Quick Wallingfords are going. There are few of us left in a strong financial position, and to our knowledge only one of us left who manufactures radio exclusively, namely, Zenith.

"Yes, we are optimistic - not only from the standpoint of greater industry sales, but we also feel that the radio dealer and jobber will make money if they will bring themselves to understand that radio is today a stable industry and the romance and thrill of 'wireless' unsubdued as yet by Father Time."

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APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

July 21 - WCGU, United States Broadcasting Corp., Brooklyn, N. Y., C.P. to move transmitter from Brooklyn, N. Y. to Long Island City, N. Y.; WLEY, Lexington Air Station, Lexington, Mass., C.P. to move station from Lexington to Lowell, Mass.; WELL, Enquirer-News Co., Battle Creek, Mich., C.P. to make changes in equipment and move studio locally; KWEA, Hello World Broadcasting Corp., Shreveport, La., C.P. to install new transmitter; KMBC, Midland Broadcasting Co., Kansas City, Mo., license to cover C.P. granted June 7, 1932, for new transmitter; WLS, Agricultural Broadcasting Co., Chicago, Ill., modification of license for authority to use auxiliary of WENR-WBCN for auxiliary purposes of WLS; KXL, KXL Broadcasters, Portland, Oreg., C.P. for a new transmitter and to change from 1420 kc., 100 w., sharing with KBPS to 1410 kc., 250 w. unlimited time, facilities of KTBR, Portland, Oreg.

Applications Other Than Broadcasting

July 20 - City of Klamath Falls Police Dept., Klamath Falls, Ore., new C.P. for emergency police station, frequency to be assigned, 25 watts; WPEK, City of New Orleans Police Dept., New Orleans, La., license covering C.P. for 2430 kc., 100 watts, emergency police service; Aeronautical Radio, Inc.: KGTH, Salt Lake City, Utah, license covering C.P. for 2720, 2732, 4110, 6510, 6520, 6530, 8015 kc., 150 watts, aero. point-to-point service; KGTJ, Las Vegas, Nev. same as above; W3XAU, Universal Broadcasting Co., Newton Twp., Pa., modification of relay broadcasting C.P. for extension of completion date to 10-13/32; Radio Engineering Lab., Inc.; On Nash auto in New York, and on Essex Auto in New York - new C.P.s for one frequency between 40,000 to 56,000 kc., and one between 60,000 to 90,000 kc., 2 watts, experimental service; Airfan Radio Corp., Ltd., Portable in vicinity of San Diego, Calif., C.P. for 400,000 kc., 6 watts amended to change service from temporary broadcast pickup to general experimental.

July 21 - Police Department, Wichita Falls, Tex., new C.P. for 1712 kc., 50 w., emergency police service; Police Department, Village of Old Field, Inc., Long Island, N. Y., new C.P. for 1712 kc., 15 w., emergency police service; W8XAR, Westinghouse Electric & Manufacturing Co., Saxonburg, Pa., renewal of special experimental

license for 980 kc., 50 to 400 kw., special experimental service; W10XAS, Pacific Telephone & Telegraph Co., portable, renewal of general experimental license for 1594, 2398, 3492.5, 4797.5 kc., 50 w.; R.C.A. Communications, Inc.: WQD, WKL, WQC, WQU, WET, Rocky Point, N. Y., modification of license for change in serial number of transmitter and points of communication.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted
(July 21, 1932)

WEBR, Howell Broadcasting Co., Inc., Buffalo, N. Y., C.P. to install auxiliary transmitter at present main transmitter location, 100 w. day and night; WMBG, Havens & Martin, Inc., Richmond, Va., C.P. to make changes in auxiliary transmitter and increase maximum rated and operating power from 10 to 100 w.; KRMD, KRMD, Inc., Shreveport, La., C.P. to move transmitter locally in Shreveport; WWL, Loyola University, New Orleans, La., modification of C.P. to extend completion date to Sept. 15, 1932 (original permit authorized increase in power from 5 to 10 kw., installation of new equipment change in hours of operation from sharing with KWKH to specified hours, and moving transmitter locally); KFPW, Southwestern Hotel Co., Fort Smith, Ark., license 1210 kc., 100 w., unlimited time, covering installation of new equipment; change in ~~equipment~~ frequency from 1340 to 1210 kc., increase in power from 50 to 100 watts and increase in hours of operation from daytime only to unlimited; WREN, Jenny Wren Co., Lawrence, Kans., license 1220 kc., 1 kw., shares with KFKU, original permit authorized moving of transmitter from Lawrence to South of Tonganoxie, Kans.

Also, KFGQ, Boone Biblical College, Boone, Iowa, license covering changes in equipment 1310 kc., 100 w., specified hours; KGY, KGY, Inc., Olympia, Wash., license covering move of station from Lacey to Olympia, Wash., installing new equipment, change frequency from 1200 to 1210 kc., increase power from 10 to 100 w., and change in hours of operation from unlimited to specified; WIS, South Carolina Broadcasting Co., Inc., Columbia, S. C., authority for direct measurement of antenna input; WLIT, Lit Bros., Philadelphia, Pa., consent to voluntary assignment of license to Lit Bros. Broadcasting System, Inc.; WEAI, School of Electrical Engineering, Cornel University, Ithaca, N. Y., authority to reduce hours of operation from daytime only to not less than 1 hour per day to and including Oct. 1, 1932; KFPM, The New Furniture Co., Greenville, Tex., special authorization to operate from 9 P.M. to 12 midnight, CST, on July 23, Aug. 27 and Nov. 8, 1932; WCFL, Chicago Federation of Labor, Chicago, Ill., renewal of broadcast station license, also granted special authorization to operate unlimited time experimentally on 970 kc., from Aug. 1, 1932 to Feb. 1, 1933; WCAZ, Superior Broadcasting Service, Inc., Carthage, Ill., renewal of license, 1070 kc., 50 w., hours of operation from 9:30 to 3:30 P.M. CST, daily except Sunday; WOWO, Main Auto Supply Co., Fort Wayne,

Ind., special authorization to operate simultaneously during daytime with station WWVA for the period Aug. 1, 1932, to Feb. 1,1933, pending action on formal application for modification of license; WWVA, West Virginia Broadcasting Corp., Wheeling, W. Va., same as above, except to operate simultaneously with WOWO.

Also, Radio Service and Engineering Laboratories, Harrisburg, Pa., C.P. (general experimental) 4797.5, 8655, 12862.5 kc., 100 w., yours of operation 9 to 12 A.M.; 2 to 9 P.M., EST; Airfan Radio Service, Ltd., portable in vicinity of San Diego, Calif., general experimental C.P. frequencies 60000 to 400000 kc.; Mobile Broadcasting Corp., Dauphin Island, Ala., C.P. for temporary broadcast pickup service 2342 kc., 15 w., Aug. 8 to 10 inclusive; Atlantic Broadcasting Corp., New York, experimental visual broadcasting license, frequencies 43000-46000, 48500-50300, 60000-80000 kc., 50 w.; W2XAQ, R. C. Powell & Co., Inc., New York, general experimental license, 51400, 60000 kc., 50 w.; The Producers Steamship Co. on vessel "Louis W. Hill", special experimental license, 484 kc., 1 w.

Also, W9XL, American Radio News Corp., Tinley Park, Ill., special experimental license, 7625, 7640, 9230, 9390, 10090 kc., 500 w.; WPES, City of Saginaw, Saginaw, Mich., police service license 2442 kc., 50 w.; WLD, Pere Marquette Radio Corp., Ludington Mich., license, fixed public point-to-point telegraph service, 109 kc., 200 w.; KHL, Mutual Telephone Co., Wailuku, T. H., KRM, Lihue, T.H., licenses, fixed public point-to-point telegraph 3195, 3235 kc., unlimited, 5720, 5750 kc., day only, 500 w.; KGTN, Aeronautical Radio, Inc., Las Vegas, Nev., license for aviation service, 2900, 3072.5, 3082.5, 3088, 5519* 5540* 5672.5, 5692.5 kc. (*available to March 1, 1933 only), 5 w.; Frank Coombs Dixon, Cuyahoga Falls, Ohio, amateur station license; National Broadcasting Co., WIEW, WIEX, New York, authority to operate portable broadcast pickup transmitter WIEW on frequency 1566 kc., and 2390 kc., July 21 to 28 inclusive, in connection with preliminary tests and rebroadcast description Sky Line of New York from deck of excursion steamer "Mendalay" around Manhattan Island. On July 22nd and 23 same transmitter to operate on SS. "Manhattan" while passing Atlantic City; also to use WIEX on same frequencies at Shelburne Hotel in Atlantic City.

Applications Denied

The following applications, heretofore designated for hearing were denied because applicants failed to enter their appearances within time allowed: Claude Raymond Brand, Deadwood, S. Dak., C.P. 1200 kc., 100 w., three hours daily; Harvard University School of Geography, Cambridge, Mass., C.P. 17143, 16375, 15050, 9000, 5900 kc., day, 9000, 8200, 6700, 5900 kc., night, 350 w., unlimited time.

Application Dismissed: Tri County Broadcasting Co., Los Gatos, Calif., C.P. 1420 kc., 100 w., half-time (this application was dismissed at request of applicant).

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HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING WASHINGTON, D. C.

ISSUED TWICE A WEEK AND CONTAINING THE LATEST INFORMATION REGARDING THE RULINGS OF THE FEDERAL RADIO COMMISSION, RADIO LEGISLATION, DEPARTMENT OF COMMERCE REGULATIONS, CHANGES IN WAVELENGTH, CALL LETTERS AND POWER, PATENTS, EXPORTS, FEDERAL TRADE COMMISSION RULINGS AND OTHER MATTERS OF INTEREST TO BROADCASTERS AND MANUFACTURERS. :: :: **CONFIDENTIAL—NOT FOR PUBLICATION.** :: ::

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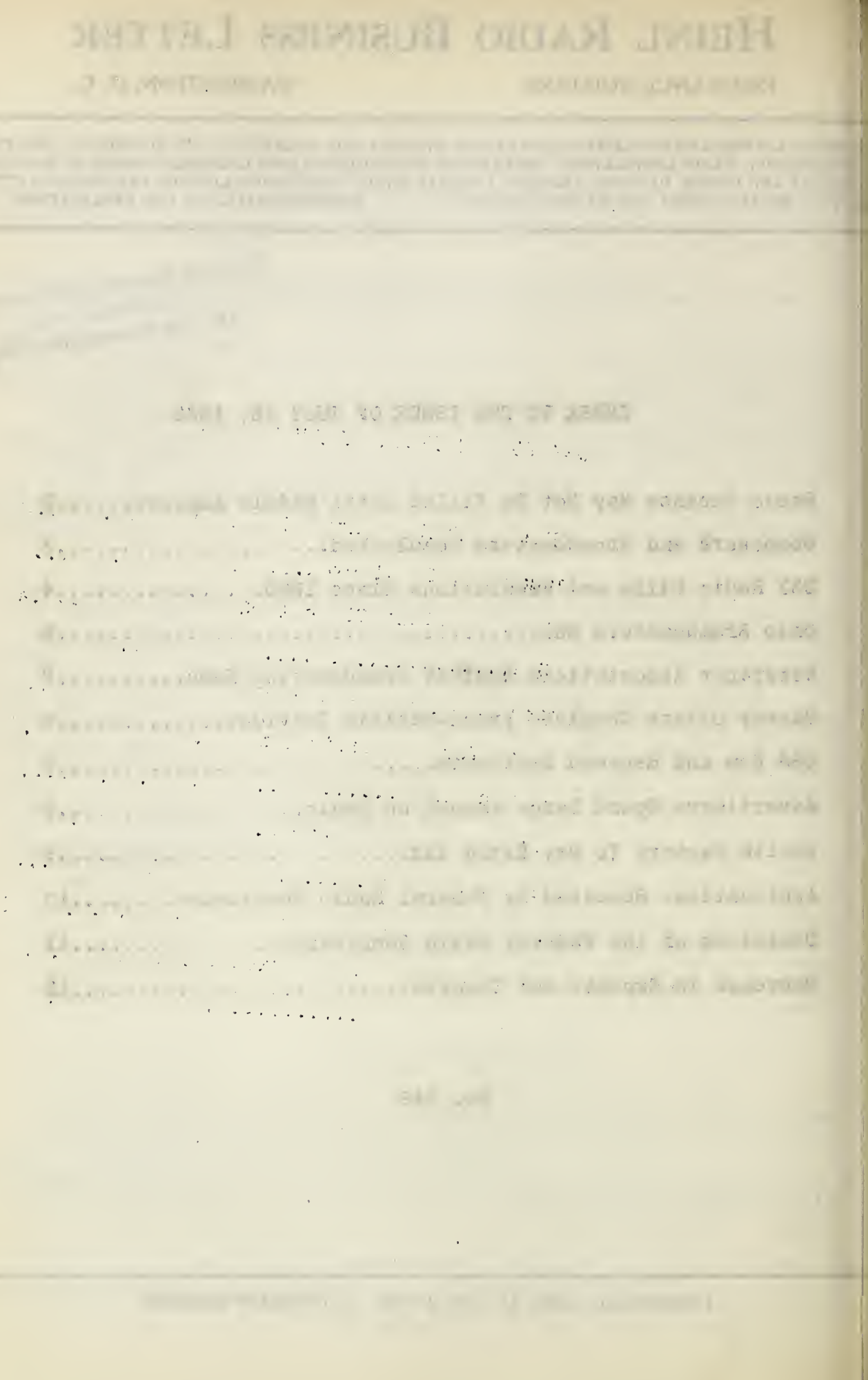
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No. 548

SUBSCRIPTION PRICE, $10. PER MONTH. NO CONTRACT REQUIRED.



RADIO VACANCY MAY NOT BE FILLED UNTIL MIDDLE AUGUST

With so many other matters of importance weighing upon his mind, President Hoover may not consider the naming of a successor to Maj. Gen. Charles McK. Saltzman, recently resigned, until after he has delivered his acceptance speech on August 11.

Choice of a Commissioner must be made from the states comprising the fourth zone. They are Indiana, Illinois, Wisconsin, Minnesota, North Dakota, South Dakota, Iowa, Nebraska, Kansas and Missouri. The appointment will be made for the remainder of the six-year term of General Saltzman - three years of which had expired on May 2, this year. The salary will be a little over $9000 yearly.

Among those whose names have been presented to the President are Harry Shaw, president of the National Association of Broadcasters, owner of Station WMT, Waterloo, Iowa; William S. Hedges, Station WMAQ, Chicago; Robert D. Heinl, nationally known radio writer, a native of Indiana; O. S. Spillman, former Attorney General of Nebraska; James W. Baldwin, secretary of the Federal Radio Commission; and Harold D. Hayes, Federal Radio Supervisor, Chicago.

Undoubtedly, the Federal Radio Commission is awaiting the appointment of the new Commissioner before electing a chairman, as they are now permitted to do under the law. In the meantime, Judge E. O. Sykes, senior member of the Commission, is acting chairman. Judge Sykes is the only member of the original Commission appointed by Bresident Coolidge.

Also it will be necessary for the President to name a member of the Federal Radio Commission to represent the United States at the International Radiotelegraph Conference at Madrid, Spain, in September. Because of General Saltzman's wide experience, it was taken for granted that President Hoover would name him as a member of the United States delegation. It is unlikely that the Commission member will be named before the new Commissioner is chosen.

There was a grand scramble on the part of all interested parties to be appointed to the American delegation of the International Radiotelegraph Conference, but the economy measure, limiting expenses of delegates to $6 a day, has taken all the joy out of the voyage to the castles in Spain.

A bill providing additional funds went through the Senate but was killed in the House. Delegates fear that they will not be able to keep up their end of entertaining without digging into their own jeans and are afraid the situation may prove embarrassing financially.

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COMPOSERS AND BROADCASTERS DEADLOCKED

It is quite apparent that there is a deadlock of the negotiations which committees representing the American Society of Composers, Authors and Publishers and the National Association of Broadcasters have been holding since last Spring. The controversy began last April when the Composers informed the broadcasters that, beginning June 1, the license fees for use of copyrighted music would be five per cent of the gross income of the stations. This rate, it was estimated, would have produced an income for the American Society of Composers of about $3,500,000 as against the $1,000,000 in fees collected last year.

The broadcasters declared that they could not afford to pay the increased license fees and the Society stood its ground, refusing to take less. The effective date of the new license fee was moved forward to September 1 after this disagreement.

The impasse will not result in a boycott of copyright music.

"There is absolutely no thought of depriving the American public of the opportunity of hearing copyrighted music from radio stations", said E. C. Mills, general manager of the American Society of Composers.

In a letter addressed to the members of the National Association of Broadcasters Copyright Committee -- Paul W. Morency, Station WTIC, Hartford, Conn.; Edward F. Klauber, vice president, Columbia Broadcasting System; and A. L. Ashby, vice president, National Broadcasting Company -- Mr. Mills wrote:

"With reference to the negotiations between our respective Committees, which have been in progress since yours of April 18th, and to our action taken on July 12th to accept the proposal made by your Committee at the joint meeting of that date, which proposal was on July 21st submitted to and rejected by your Board of Directors; and with further reference to the proposal then presented by your Committee as authorized by your Board at its said meeting, I am now obliged to advise you that the latter proposal is not accepted.

"It is our feeling now that the respective Committees have, without success, done their utmost to accomplish a mutually satisfactory adjustment of differences, and in view of the fact that your Committee must of necessity depend upon the individual sanction of a great many broadcasters who are not members of the National Association of Broadcasters as well as those who are members, of any plan or formula which your Committee might approve, whereas our Committee is vested with authority to definitely commit the members of this Society, it is apparent that no purpose can be served by further conferences.

"In these circumstances we desire now to advise you of our intention to proceed within the next few days to the making of the license of the Society available to broadcasters individually upon such terms as may be mutually agreed upon in each individual case."

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233 RADIO BILLS AND RESOLUTIONS SINCE 1903

Although radio is a comparatively young industry, a recent tabulation of the bills and resolutions directly concerned with radio which have been introduced in Congress since 1903 show that they number 233.

In the Fifty-eighth Congress, 1903-1905, there was one bill, introduced by Representative Ketcham, "to promote the efficiency of the Revenue Cutter Service by providing for the equipment of the vessels of that service with approved wireless telegraph apparatus for communication between vessels of the Coast Guard and coast wireless telegraphic stations."

There was no radio legislation in the Fifty-ninth Congress, but the Sixtieth Congress got busy and introduced ten bills, all of which dealt with radio-telegraphic communication.

The Seventy-first Congress, 1929-1931, was the busiest as far as radio is concerned, some fifty radio bills and resolutions having been introduced.

The first session of the Seventy-second Congress resulted in the introduction of twenty-four radio bills and resolutions. The status of the pending legislation, which went over as unfinished business, is as follows:

S. 4 - Fess radio educational bill, providing that certain frequencies be allocated to educational stations, Committee on Interstate Commerce.

S. 21 - King bill, providing for increased copyright fees, Committee on Patents.

S. 22 - King bill, providing for licenses on unused patents, at current license rates, Committee on Patents.

S. 176 - Hebert copyright bill, Committee on Patents.

S. 481,- White omnibus radio bill; Committee on Interstate Commerce.

S. 750 - McNary bill, providing for prohibition of broadcasts of lotteries and games of chance, Committee on Interstate Commerce.

S. 1035 - Tydings copyright bill; Committee on Patents.

S. 1037 - Dill bill transferring Radio Division of Department of Commerce to Federal Radio Commission, passed by Senate, now in House Committee on Merchant Marine, Radio and Fisheries.

S. 1866 - Dill patent bill, Committee on Patents.

S.2374 - George bill to give City of Savannah, Ga., naval radio station being abandoned, Committee on Naval Affairs.

S. 3046 - Dill bill concerning allocation of cleared channels; Committee on Interstate Commerce.

S. 3047 - Hatfield bill providing that organized labor be given a cleared channel, referred to subcommittee.

S. 3649 - Shipstead bill providing for changes in broadcast allocations; Committee on Interstate Commerce.

S. 3985 - Dill copyright bill; Committee on Patents.

S. 4399 - Metcalf bill appropriating money for Federal Radio Commission to cooperate with States for broadcasting educational programs; Committee on Education and Labor.

S. Res. 28 - Howell bill for investigating possibility of broadcasting Senate sessions from Senate chamber; Committee on Rules

S. Res. 58 - Dill bill to investigate Radio-Keith-Orpheum; Committee on Audit and Control.

S. Res. 71 - Dill bill providing for broadcasting from Senate chamber; Committee on Rules;

S. Res. 163 - Dill resolution calling upon the Department of State to call a North American broadcasting conference; Committee on Interstate Commerce.

Bills and resolutions pending in House Committees follow:

H.R. 139 - Vestal copyright bill; Committee on Patents.

H.R. 256 - Christopherson bill prohibiting radio lotteries; Committee on the Judiciary.

H.R. 410 - French lottery bill, Committee on Merchant Marine, Radio and Fisheries.

H.R. 421 - Hoch bill to amend Interstate Commerce Commission Act to define radio as a "common carrier", Committee on Interstate, and Foreign Commerce.

H.R. 6039 - Sirovich bill to transfer Radio Division of Department of Commerce to Federal Radio Commission, Committee on Merchant Marine, Radio and Fisheries.

H.R. 7253 - Connery bill providing a clear channel for labor, Committee on Merchant Marine, Radio and Fisheries.

H. R. 7716 - Davis radio omnibus bill, passed by House, recommitted; Senate Committee on Interstate Commerce.

H.R. 8759 - Amlie bill prohibiting radio advertising on Sunday, Committee on Merchant Marine, Radio and Fisheries.

H.R. 12844 - LaGuardia bill establishing license fees for patented radio equipment, Committee on Patents.

H.R. 12845 - LaGuardia bill providing for establishment of fees for radio advertising. Committee on Merchant Marine, Radio and Fisheries.

H.Res. 80 - Horr resolution to investigate Federal Radio Commission and National Broadcasting Company control of Pacific coast stations; Committee on Rules.

H. Res. - 110 - Amlie resolution on free speech on broadcasting; Committee on Merchant Marine, Radio and Fisheries.

H. Res - 10976 - Sirovich copyright bill providing for changes in fees, reported on House calendar.

This compilation of radio bills and resolutions is the work of John Nicholson, and the entire report was printed in the Congressional Record of July 25, 1932, at the request of Senator Peter Norbeck, of South Dakota. The information given includes the titles of the bills, by whom they were introduced, to what committees they were referred, and their subsequent legislative history, including references to debates.

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OHIO BROADCASTERS SUE

A suit asking for a receiver for Station WKBN, Youngstown, Ohio, has been filed by the Ohio Broadcasting Co., Cleveland, which controls a large block of WKBN stock, against Warren E. Williamson, Sr., and others, in the local common pleas court.

Ohio Broadcasting Co., controlled by C. C. Townes, former city manager of Cleveland, has instituted a number of suits here recently against Williamson and others to force them either to sell their stock to the Cleveland company or to take the Cleveland stock.

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NEWSPAPER ASSOCIATIONS AGAINST BROADCASTING NEWS

Radio came in for discussion at two newspaper conventions held last week. A resolution urging that press services discontinue furnishing news to radio stations was adopted by the Southern Newspaper Publishers' Association at Asheville, N. C.

Several members related indignantly that they had heard important news over their home receiving sets, announced by courtesy of press services, minutes to hours before its arrival on their office printers. One publisher stated that the tardy receipt of news on the Lindbergh kidnapping case had prevented its inclusion in his first edition although it had been broadcast nationally long before the deadline.

The resolution follows:

"Resolved, that the press services be urged to discontinue furnishing news to radio broadcasting stations."

The resolution on leased wires, as adopted, follows:

"The smaller newspaper members of this association are finding burdensome the expense in the volume of wire reports provided in the eight hours of printer service, and believing that many of them would welcome a shorter report at a commensurate reduction in price, we would respectfully commend as an objective for the newly elected officers and directors a conference with the American Telephone and Telegraph Company and such other organizations to the end that an abrogation of their present eight-hour period might be secured, and that in turn the smaller newspapers might be allowed a shorter service in hours within the news hours of the day or night, or otherwise as the officers may determine."

Radio had another brief moment on the crowded program, most interest being aroused by the New Orleans and Shreveport experiments in barring all mention of radio activities from news columns. The usual abyss of opinion between newspapers which operate their own stations and those which have no radio relations was apparent.

President Lea M. Nichols, Bristow (Okla.) Record advocated a definite stand on the radio problem at the 47th annual convention of the National Editorial Association at San Francisco. He said that radio stations have no legal right to broadcast news gathered by newspapers and press associations.

In his address, President Nichols charged that news associations are "more or less dominated by newspapers that own radio stations or have strong radio affiliations." "Those of us who are fortunate enough not to own a radio station", he said, are thereby forced to help develop an agency that bids for patronage once enjoyed by our publications.

"I strongly object to radio stations and systems using our news pages as sources of prestige. Not only in theory but legally the radio station has not the right to broadcast news gathered by newspapers and news associations." He protested against the broadcast of news and urged the association to take a stand on the question.

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MACKAY OFFERS COMPLETE TRANS-PACIFIC SERVICE

The International Telephone and Telegraph Corporation announces that there has been concluded an agreement between the Minister of Communications of China and the Mackay Radio and Telegraph Company for the exchange of radio telegraph traffic between China and the United States, Havana and the Philippines. This agreement, together with the existing services to Honolulu and the Philippines, gives Mackay Radio a complete trans-Pacific service in addition to its services to South America and Europe.

A further agreement has been concluded between the Ministry of Communications of China and the China Electric Co., a subsidiary of the International Telephone and Telegraph Corp., for the erection of four radio telephone transmitting and receiving stations for communication within China, one to be at Shanghai and the other three at important cities in that country. In addition to these an international radio telephone station will be built at Shanghai so that the rest of the world can be connected to the more than 100,000 telephones now in China.

In making the announcement, Gen. George S. Gibbs, President of Postal Telegraph and Vice-President of the International Telephone and Telegraph Corporation, said:

"When these connections are made it will be possible for telephone conversations to be held between Nanking, the capital, and capitals of all other large nations in the world."

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CBS NEW AND RENEWED CONTRACTS

RENEWAL - Cream of Wheat Corporation, Minneapolis, Minn., (Cereal); Agency - J. Walter Thompson Co., Chicago, Ill.; Program - Angelo Patri - "Your Child", Sun., Wed., 7:45-8 P.M., rebroadcast 11:15-11:30 to coast; Basic Network Don Lee, plus 3.

NEW - Wilkening Mfg. Co., Philadelphia, Pa., (Pedric Piston Rings); Agency - Behel & Waldie, Chicago; Program - "Unsung Heroes", orchestra and dramatic sketch, Mon., 10:15-10:30 P.M., 7 stations.

RENEWAL - The Best Foods, Inc., New York City (Nucoa, butter substitute); Agency - Benton & Bowles; Program - "The 'Round the World Cooking School", Ida Bailey Allen, Male soloist, piano, dialogue, Fridays 11:30-11:45 A.M., 10 stations, starting Aug. 15.

RENEWAL - Wyeth Chemical Co., New York (Jad Salts), Agency - Blackette-Sample-Hummert, Inc., Chicago; Program - "Aunt Jemima" Songs, Tuesday, Wednesday, Thursday, 2:00-2:15 P.M., Basic network plus 4.

RENEWAL - Lehn & Fink Products Co., Inc.,; Agency - United States Adv. Corp.; Program - "Stories of the Living Great", Ida Bailey Allen, Tues., 11:15-11:30 A.M., Basic network.

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ADVERTISERS SPEND LARGE AMOUNT ON RADIO

After estimating the individual expenditures of 435 newspaper advertisers, a survey made by the Bureau of Advertising, American Newspaper Publishers' Association, placed their total purchases of newspaper space at $143,365,000. Broadcast advertising was used by 121, spending $21,223,862 on the radio.

The Bureau points out that its study does not cover all national newspaper advertisers, nor even all the principle ones, but only an important group whose expenditures the Bureau was able to check. Moreover, the figures would be somewhat changed if they had included magazine and radio advertisers who did not use newspaper space.

Automobiles and trucks constitute one of the leading industrial groups from the standpoint of newspaper advertising expenditure. In this division, 18 companies spent $23,665,000 in newspaper space in 1931, as compared with $12,399,910 spent in magazines and $368,950 in radio broadcasting. In the food products division, 81 companies spent $20,395,000 in newspapers as compared with $18,292,065 in magazines and $4,868,442 in radio. Fourteen tobacco companies invested $28,730,000 in newspaper space last year, as against $5,029,790 in radio and $3,949,086 in magazines.

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ZENITH FACTORY TO PAY EXTRA TAX

Zenith Radio Corporation, through its Vice-President and General Manager, Paul Klugh, announces that there will be no extra tax on the list prices of the products made by his concern, but that said list prices will stand and the factory will pay the tax. This arrangement simplifies the tax matter for Zenith distributors and dealers and places the burden of taxation where it should be places, namely on the factory.

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APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

July 23 - WDEL, WDEL, Inc., Wilmington, Dela. modification of license to increase power from 250 w. 500 w. LS to 500 w. day and night on experimental basis; WHAS, The Courier-Journal Co., and The Louisville Times Co., Louisville, Ky., license to cover C.P. granted June 24, 1932, for auxiliary transmitter; KWEA Hello World Broadcasting Corp., Shreveport, La., C.P. to install new transmitter; KTSM, WDAH, W. S. Bledsoe and W. T. Blackwell, El Paso, Tex., voluntary assignment of license to Tri-State Broadcasting Co., Inc.; WKFI, J. Pat Scully, Greenville, Miss., license to cover C.P. granted May 24, 1932, for changes in equipment and change power from 100 w. 250 w. LS to 100 w. day and night, (formerly WRBQ); KLO, Interstate Broadcasting Corp., Ogden, Utah, C.P. to move station to Salt Lake City, Utah; R.W. and D. P. Lautzenheiser, Prescott, Ariz., C.P. to erect a new station to use 1500 kc., 100 w., unlimited time, facilities of KPJM, Prescott,Ariz.

July 25 - WCAU, Universal Broadcasting Co., Philadelphia, Pa., modification of C.P. for 50 KW, request extension of completion date to 9/17/32; WSM, National Life & Accident Insurance Co., Nashville, Tenn., license to cover C.P. granted 11/17/32 for 50 KW WRBL, WRBL Radio Station, Inc., Columbus, Ga., license to cover C.P. granted 4/1/32 for changes in equipment and increase power from 50 to 100 watts; Armand Ralph Gamache, Newton, N. C., C.P. for a new station to use 1500 kc., 7 watts, 7 A.M. to 5:30 P.M; WIAS, Iowa Broadcasting Co., Ottumwa, Iowa, modification of license to change from specified hours to unlimited time; KFGQ, The Boone Biblical College, Boone, Iowa, modification of license for changes in specified hours of operation.

The following applications were returned to the applicant: KGIX, J. M. Heaton, Las Vegas, Nevada, automatic frequency control (request of applicant); KMTR, KMTR Radio Corp., Los Angeles, Calif., direct measurement of antenna power (request of applicant).

Applications Other Than Broadcasting

July 23 - W1XC, R.C.A. Communications, Inc., Marion, Mass., renewal of general experimental license for 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310 kc., 10 kw.; WAL, American Radio News Corporation, Carlstadt, N. J., modification of license for increase in power from 10 kw to 20 kw.; WAK, same as for WAL; John M. Wells, new license for aircraft on 60000 to 400000 kc., less than 50 w., general experimental service.

July 25 - Robert J. Wood, NC-8450, new license for 56000 to 60000 kc., 15 watts, general experimental service; WBEN, Inc.: W8XH, portable within 25 miles WBEN, Martinsville, N. Y.; also for another portable - licenses covering C.P. for 51400 kc. and 60000 kc. respectively, 10 watts, general experimental service; W10XM, Ford Motor Co., NC-8405, renewal of general experimental license for 6425 kc., 7.5 watts; Howard A. Seyse, Mobiles in Erie Co., N. Y., new C.P.s for 55500 kc., also 55500, 60500, 70500, 80500, 90500, 100500 kc., respectively, 10 watts, general experimental service.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted
(July 25, 1932)

Britt A. Rogers, Jr., Tupelo, Miss., C.P. for new station to operate on 990 kc., 500 w., daytime; WHBQ, Broadcasting Station WHBQ, Inc., Memphis, Tenn., C.P. to move transmitter locally from 3rd St. Memphis, Tenn.; WCGU, United States Broadcasting Corp., Brooklyn, N. Y., authorized to cease operation for 30 days while installing frequency control equipment; WJBY, Gadsden Broadcasting Co., Inc., Gadsden, Ala., authorized to extend period of silence from July 22 to Aug. 20, 1932, to establish selection of proper transmitter site; WKBF, Indianapolis Broadcasting, Inc., Indianapolis, Ind., authority to operate specified hours to Sept. 24, provided Station WCMA remains silent; KUMA, Albert H. Schermann, Yuma, Ariz., 30 day extension of program test period.

Also, WPDH, Police Department, Richmond, Ind., C.P. to install new equipment; W3XAU, Universal Broadcasting Co., Newton Township, Pa., modification of C.P. to extend completion date to Oct. 13, 1932; WPEK, Police Department, New Orleans, La., license for police station 2430 kc., 100 w.; KGTH, Aeronautical Radio, Inc., Salt Lake City, Utah, KGTJ, Las Vegas, Nev., licenses aeronautical and point-to-point 2720, 2732, 4110 kc., unlimited; 6510, 6520, 6530, 8015 kc., day only, 150 w.; WPI, Inland Waterways Corp., Memphis, Tenn., renewal of coastal telegraph license, 163 and 438 kc., 1 kw., for one transmitter, 100 w. for other transmitter; John M. Wells, Southbridge, Mass., special authority to operate a new station for experimental test purposes during August and September in connection with transmission measurements during solar eclipse.

The Texas Company: WGED, WIEV, WJEB, WJEA, ships "Major Albatross", "Petrel", "Hobson", and "Tampico" third-class ship station licenses to authorize operation of low-power tube transmitter aboard vessels listed, 2738 kc., 15 w.; Stromberg-Carlson Telephone Manufacturing Co., Rochester, N. Y., authority to operate broadcast pickup station on 2342 kc., 10 w., July 28 to August 10 inclusive, for purpose of rebroadcasting results of international yacht races on Lake Ontario (Action taken July 21); Metro-Goldwyn-Mayer Corp., portable, Point Barrow, Alaska, and vicinity, 3 C.P.s for portable service in Alaska to communicate with other portable stations of same licensee in Alaska and with Army Signal Corps station at Point Barrow, 4140 and 6210 kc., 2.w. power, granted one C.P. same as above except 50 w. power, granted licenses to cover the above; WCMA, General Broadcasting Corp., Culver, Ind., authorized to operate from July 15 to Oct. 1st inclusive specified hours, provided Station WKBF remains silent; WQDM, A. J. St. Antoine and E. J. Regan, St. Albans, Vt., authorized to operate from 9 to 11 A.M. and from 2 to 6 P.M., E.S.T., July 28 and 29, 1932.

Renewal Of Licenses

The following stations were granted renewal of licenses for the regular period: WEW, St. Louis, Mo.; WKAR, East Lansing, Mich., KGU, Honolulu, T.H., and KXA, Seattle, Wash.

Set For Hearing

KLO, InterstateBroadcasting Corp., Ogden, Utah, C.P. to move transmitter from near Ogden to 8 miles west of Salt Lake City, and studio from Ogden to Salt Lake City; Thirty-first Street Baptist Church, Indianapolis, Ind., C.P. for new daytime station to operate on 600 kc., 250 w., daytime, heretofore granted, has been set for hearing because of protest filed by Station WFBM (action taken July 25); W2KE, Kenneth J. Stanford, Brooklyn, N. Y., application for amateur station license set for hearing because of violations of amateur regulations.

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DECREASE IN EXPORTS AND IMPORTS

Exports of radio receiving sets for May, 1932, which the Bureau of Foreign and Domestic Commerce has just reported on, were valued at $493,831 - a decrease of $677,109 from last year. Some of the foreign markets have been curtailed by the imposition of high duties and the establishment of quotas, but on the other hand other countries are gradually becoming more interested in radio sets and are developing into fair markets. Recent information from China, for instance, states that the outstanding activity in the Shanghai import trade is the interest in radio receiving sets, despite the unfavorable outlook for a wide scale of broadcasting, owing to Government restrictions.

During the month under review Spain was the largest individual purchaser of American radios, shipments going to that country being worth $57,364. Brazil was next taking $51,934 and Belgium imported 1,515 sets valued at $40,040. Argentina purchased radio receiving sets in the amount of $41,917 and the Union of South Africa accounted for $31,041 worth. Argentina also purchased $38,902 worth of components and $26,729 worth of loud speakers; the value of these products being taken by the other countries mentioned were comparatively small.

Purchases of electrical equipment made abroad during the month under review amounted to $169,210, as compared with $235,728 for last year.

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HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING WASHINGTON, D. C.

ISSUED TWICE A WEEK AND CONTAINING THE LATEST INFORMATION REGARDING THE RULINGS OF THE FEDERAL RADIO COMMISSION, RADIO LEGISLATION, DEPARTMENT OF COMMERCE REGULATIONS, CHANGES IN WAVELENGTH, CALL LETTERS AND POWER, PATENTS, EXPORTS, FEDERAL TRADE COMMISSION RULINGS AND OTHER MATTERS OF INTEREST TO BROADCASTERS AND MANUFACTURERS. :: :: CONFIDENTIAL—NOT FOR PUBLICATION. :: ::

Dear

National Broadcasting Company,
GENERAL LIBRARY
711 Fifth Avenue, New York, N.

RECEIVED
AUG 2 1932
G. W. JOHNSTON

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No. 549

COMMISSION CONSIDERS WIDENING OF BROADCAST BAND

Recommendations of a subcommittee of the Federal Radio Commission's "fact-finding" committee, which is investigating the possibility of widening the United States broadcast band by shifting or eliminating certain commercial frequencies, have just been submitted to the full Committee.

After compiling data obtained from questionnaires sent to all users of commercial frequencies, it was explained, the subcommittee made its suggestions as to whether the United States broadcast band might be extended below its present limit of 550 kilocycles.

The Committee does not wish at this time to make public the subcommittee recommendations.

After further consideration of the matter, the Committee will make recommendations intended to formulate the policy of the American delegation to the International Radio Conference in 1932, to be held at Madrid, Spain, in September.

European proposals have already suggested that the broadcast band be increased for European service, but as yet the United States has made known no similar proposal. Commission officials point out that "undoubtedly" the broadcast allocation will be increased for Europe whether the United States supports such action or not.

However, a solution to the broadcast problem in Europe might not in any way be suitable for adaption either economically or technically in North America. Instead of supporting outright the European suggestions, or instructing United States delegates to the Conference to insist upon a widening of the American broadcast band, a Committee was appointed to investigate the use of frequencies below 550 kilocycles, with a view to determining if any were unnecessary or could be reallocated so the broadcast band might be extended below its present limit.

The Committee, composed of Dr. C. B. Jolliffe, Commission engineer, Chairman; Dr. J. H. Dellinger, Bureau of Standards radio expert; and one representative each of the National Association of Broadcasters, the Army, the Navy, the American Steamship Owners' Association, the American Telephone and Telegraph Company, Aeronautical Radio, Inc., and the Airways Division of the Department of Commerce, is now engaged in making a thorough survey of the bands now used for commercial frequencies. When the subcommittee's report has been considered, the full committee will make its recommendations.

Frequencies between 110 and 550 kilocycles, the bands in question, are now used for ship services, land stations, fixed stations, Government stations, aviation services, and other commercial necessities.

Should the broadcast band in this country be extended below 550 to make room for more stations or to separate further existing stations, it would be necessary to reallocate certain commercial frequencies or to eliminate them. Commercial frequencies, however, are the lifeblood of the radio industry, whereas broadcasting merely is the industry's showroom.

The American delegation to the conference will therefore make no recommendations which will hurt commercial radio in the United States. If, however, it is found that it would be advisable to shift or eliminate certain commercial channels and extend the broadcast band so that it would in no way injure commercial services, it is likely that such a recommendation will be made.

Another possibility is that the conference will come to a decision allocating more frequencies to television. Certain European proposals have already fixed bands in the ultra-high frequencies for what is termed "broadcast" service, but which, if so allocated, will be used largely for television.

With present trends in visual broadcasting indicating that the ultra-high frequencies are better suited to sight transmission, the conference may decide to give television wider bands.

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RCA COMMUNICATIONS READY FOR FOREIGN PROGRAMS

The transition of international broadcasting from the developmental stage to that of a regular commercial service is seen in the completion of facilities for handling programs between the United States and many foreign countries including England, France, Germany, Switzerland, Italy, Vatican City, Spain, Japan, Philippines, Hawaii, Siam, Dutch East Indies, China, Venezuela, Argentine and Brazil.

According to W. A. Winterbottom, Vice President of R.C.A. Communications, Inc., the recent addition of a special switchboard in New York now enables the coordination of foreign programs with the split second schedules of this country's networks and individual stations. It places international programs on a basis that meets the close schedules of timing and high standards of quality now current in the United States.

"For several years we have worked very closely with the National Broadcasting Company in the development of this system", said Mr. Winterbottom, "and more recently we are also serving the Columbia System in their international program work. It is a highly specialized activity, presenting problems that are altogethe different from those ordinarily encountered in the operation of regular broadcast stations. Experiments of our engineers in this field date from 1923 and since that time development of the service based on an endless amount of scientific data, has brought us at last to the position of being able to announce its readiness for any who may wish to use it.

"By the employment of these extensive facilities, American broadcasting companies have accomplished their ends in the most economical manner and have avoided the expense of installing and maintaining a great amount of apparatus for only occasional program use. They have, in addition, saved themselves a vast amount of research and experimental work, for the entire technique of long range radio transmission and reception is considerably different from that of broadcasting. The latter aims to serve all points within a reasonable radius of the transmitter, whereas the former focuses the energy transmitted at a 'target' thousands of miles away, with as little diffusion as possible in other directions of the compass."

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WCCO IN 50 KW CLASS SEPT. 1ST

The following announcement has been made by E. H. Gammons, Vice-President of Station WCCO, Minneapolis:

"Effective September 1, WCCO will begin operating its new 50,000 watt Western Electric transmitter. In the opinion of engineers this is the finest transmitter yet to be installed in the United States. Operating on WCCO's cleared channel, 810 kilocycles, full time, in a territory where radio reception is excellent twelve months of the year, you can realize what this means.

"With this new equipment WCCO enters upon a new era of service as the radio gateway to the three-quarters of a million radio receiving sets in the great Northwest.

"Despite our heavy investment in this new equipment and the increased cost of operation, we have made every effort to keep our rates as low as possible. If you will check our rate card with the card rates of other 50,000 watt stations and compare their territories with that which WCCO serves, you will be convinced that we have one of the best radio buys in the United States.

"You can tell your story to each one of these three-quarters of a million radio equipped homes, fifteen minutes in the daytime, for thirteen one-thousandths of a cent - 750 homes for a dime."

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HARBORD CAREER PRAISED

Writing in the "Saturday Evening Post" of July 30th, Christian Gauss, in an article,"The Education of General Harbord", praises the RCA head and sets forth at length his unusual career. General Harbord, as many doubtless suppose, was not a West Point graduate but a poor boy who pluckily worked his way up from the ranks.

The article includes an amusing anecdote in connection with an early meeting at the time of the Spanish American War of General Pershing and General Harbord. The friendship which began there was to later result in General Harbord becoming Chief of Staff for General Pershing in the World War.

General Pershing had just returned from Cuba with the 10th Cavalry, and in the course of numerous displacements and the hazards of active service, the regiment had lost a large part of its equipment, including 800 horses which Pershing had to account for. This was not in the least to Pershing's discredit, but he was responsible for straightening out the tangle. Where were the horses? They might have been lost in action or might have been left on a railroad siding. Pershing came down from Hankville, Ala. for his missing mounts. Harbord was stationed there and they lived in the same tent for two weeks.

Evidently, even then, Harbord had a knack for straightening out tangled situations. He found Pershing's 800 horses. Pershing was impressed and his confidence in Harbord dated from that event.

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LONG WAVE DAYLIGHT ATLANTIC SIGNAL TABLES

"The International Scientific Radio Union - Tables of North Atlantic Radio Transmission Conditions for Long-Wave Daylight Signals. For the Year 1931 and First Two Quarters 1932" has just been issued in multigraph form by the Bureau of Standards at Washington.

These tables are based on the method described in the September, 1931, issue of the Proceedings of the Institute of Radio Engineers.

Tables for the years 1922 to 1930, inclusive, were published in the April, 1932, issue of the Proceedings of the Institute of Radio Engineers.

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LAWRENCE SEES RADIO AS STIMULUS TO CAMPAIGN FAIRNESS

Taking exception to an editorial in the"Editor and Publisher", David Lawrence, President of the Consolidated Press and "The United States Daily", who was an NBC commentator during the National Conventions, replied as follows:

"I have just seen your editorial in which you make reference to something I said in a radio speech. I think you are doing me an injustice in construing that paragraph of mine as implying an attack on the press as a whole. Far from it. I was merely trying to indicate that the radio has been and is going to be a stimulus toward fairness in campaigns.

"I wish I could agree with the implication of your editorial that all the newspapers of the United States print in full text the principal speeches of both candidates in a national campaign. I do agree with you that the press associations do a great job, but after all the press associations do not publish newspapers.

"One of the best things that could happen in the present system of American government would be to have an informed electorate, and the radio unquestionably is going to be helpful in producing such an informed electorate without in any way impairing the usefulness of the American newspaper, which, as you know, has been and always will be my first love.

"I think in fairness to me you ought to point out that the radio speech I was making was a general discussion of the travesty we call national conventions. I do not know of a single newspaper in the United States that printed the complete proceedings of the two national conventions, yet the r adio did give the full proceedings to the public without charge and did not sell its service, as your editorial indicated was invariably the case with political addresses.

"You may say, and properly so, that most of the proceedings was not news, but I am one of those persons who believes that if the American people get the full proceedings of a few more conventions, they will try to find some other way of choosing their candidates."

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RADIO INDUSTRY NOW IN PLANNING AND THINKING STAGE

The radio industry now has settled down to the planning and thinking stage where sales drives must be worked out and production economies effected just as in every industry that is to endure, according to a special survey just completed by R. G. Dun & Co., of New York. The members of the trade who are conducting their establishments with full regard for these elementary factors are making a profit even if it is below expectations. Sensational demand is absent, but it has been replaced by a healthier demand, which can be met more profitably by reliable merchandise on which a fair mark-up can be obtained.

While low-priced sets have led the demand thus far this year, the current trend is decidedly toward the better grade of units. Some manufacturers are discontinuing the midget models to concentrate attention on the consolettes. Many merchants are sustaining volume by making a special drive for replacement business, the number of obsolete receivers now in use being approximately 4,500,000.

"The popularity of the radio grows unchecked", the report continues. "There is nothing which can be substituted for the relief it provides for the stupefying isolation that many must endure in thinly-populated districts. It is the salvation of the shut-ins, and the solace of the housewife with her innumerable harassments and endless duties. Besides, it provides education for thousands, and it is the recognized means of entertaining millions. It has swept the universe with all the fervor of a religious frenzy, and with all the subtlety of an unseen force. Even during the last two years when the necessity for economy has been brought to every household, the radio has been kept going, even though a time-limit for its enjoyment may have been set in many instances.

"Not only has the radio won a fixed place in the hearts of its owners, but the beauty of the form in which it is presented has given it a recognized place in all schemes of interior decoration; usually the place of outstanding prominence. The perfection of the tone quality has broken down the last resistance of those whose acutely sensitive ears decried the distorted sounds of the earlier sets. Besides the variety of the programs provides entertainment for even the most exacting tastes. In fact, it is an off night if there is not a $100,000 performance on the air. That is a $5.50 show brought right to the fireside.

"Despite the many adverse influences, radio broadcasting has been somewhat better during the last few months", the report asserts, "due to the willingness of many advertisers, national and local, to give the audible advertising medium at least a trial. Instead of losing renewal accounts, or being unable to acquire new ones, many broadcasters report business on the increase, particularly those situated strategically for serving favorable markets."

The report cites the fact that the National Broadcasting Company in 1927 received from advertisers for station time alone $3,760,010. In 1928 the National Broadcasting Company and the Columbia Broadcasting System reported an income for time of $10,252,497. This figure jumped to $18,729,571 by 1929, and in 1930 rose to $26,819,156. Although 1931 was not a particularly good year for any line of business, receipts continued to grow, reaching $35,791,999. Out in Battle Creek, Mich., there is one firm that employs thirty-eight women who spend their entire time answering letters received from the radio audience.

With nearly 17,000,000 homes already equipped with radio sets, the next great outlet is expected to be the automobile. Of the 23,000,000 automobiles now on the American highways, it is estimated that at least 2,000,000 cars will be sold during the current year. Thus, with 25,000,000 automobile owners as prospects, it should not be difficult for the 125,000 automobile sets sold last year to be increased at least 300,000 before 1932 will have come to a close.

While collections with wholesalers are in fairly good shape, as they are fully cognizant of the value of selling only to accounts with a good rating, during the last few months, many retailers have not been taking advantage of cash discounts, but are permitting their invoices to run thirty to sixty days past the due date. With retailers, however, repossessions still are numerous, and collections are not so good as they are in other major appliance lines, such as electrical refrigerators and laundry equipment. Collections on accounts sold during the past few months have been fairly satisfactory, but both retailers and wholesalers have on their books many old accounts, which they are liquidating slowly.

The survey is lengthy, covering the equivalent of about 10 newspaper columns, and copies of it may be secured from the offices of R. G. Dun & Co. in New York and other cities.

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LOUD-SPEAKER TESTED IN AIRPLANE LANDING

Designed for directing landings of airplanes at night and through fog, a loud-speaker was tested last week at Merick, L.I., for the benefit of representatives of the French and Japanese navies. It is claimed that the speaker, which was mounted on a truck carrying three horns, can be heard for two miles.

The device is known as the Hoovenaire and its inventors are Frank G. Dilks, and William C. Eaves, and one of the speakers is said to be installed on the "U.S.S. Saratoga", the airplane carrier.

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RADIO CITY IS "FREE PORT"

Arthur Brisbane writes as follows about the new Radio City in New York City:

"The great Rockefeller City development in the heart of New York, seeking to avoid competition with other New York property owners, has wisely arranged to bring tenants from European countries.

"England and France, through their governments, will exhibit their finest products. Rockefeller City space and a bill signed by President Hoover makes that center, bounded by certain New York streets, a 'free port'.

Objects sent there for exhibition only can be admitted free of duty, no customs charge collected, unless the goods are sold."

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APPLICATIONS RECEIVED BY THE RADIO COMMISSION

July 27 - WKAV, Laconia Radio Club, Laconia, N. H., involuntary assignment of license to Harold E. Wescott, temporary receiver; KNOW, KUT Broadcasting Co., Austin, Texas, C.P. to install new transmitter; KXL, KXL Broadcasters, Portland, Ore., license to cover C.P. granted July 7, 1932, for auxiliary transmitter; P. H. Pigg & S. A. Harvey, doing business as Juneau Broadcasting Co., Juneau, Alaska, C.P. for a new station to use 1210 kc., 100 w., unlimited time; KROW, Educational Broadcasting Corp., Richmond, Calif., modification of license to change from sharing with KFWI to unlimited time.

July 29 - WTEL, Foulkrod Radio Engineering Co., Philadelphia, Pa., C.P. to move transmitter from Philadelphia to Somerton, Pa., move studio locally, install new transmitter, and change from 1310 kc., 100 watts, sharing with WHAT to 1170 kc., 5 KW, unlimited, (facilities of WCAU, Philadelphia); Herman O. Halsted, Hazelton, Pa., C.P. for a new station to use 1420 kc., 100 watts, share with WILM (facilities of WILM); WSYB, trading as Philip Weiss Music Co., Rutland, Vt., modification of C.P. for extension of completion date to 9/28/32; WWSW, Walker & Downing Radio Corp., Pittsburgh, Pa., license to cover C.P. granted 7/5/32 for new transmitter and increase day power to 250 w.; WDAY, WDAY, Inc., Fargo, N. D., license to cover C.P. granted 3/25/32 to move transmitter locally and install new equipment; John E. McGoff, Ralph M. Sutcliff & Julius Schaffer, Newport, R. I., C.P. for a new station resubmitted requesting 1280 kc., 250 watts, 8 hours per day (amended as to power and name);

The following application was returned to the applicant: A. H. Yeomans, Athens, Ga., C.P. for a new station on 1450 kc. (unsatisfactory equipment).

Applications, Other Than Broadcasting

July 26 - The Journal Co., portable, C.P. for 600000 to 400000 kc., 7½ w., general experimental service; license covering above construction permit; C.P. for 51400 kc., 7½ w., general experimental service, license covering above C.P.; Producers Steamship Co., on vessel "Louis W. Hill", renewal of license for 484 kc., 1 w., special experimental service; WNW, Tidewater Wireless Telegraph Co., Philadelphia, Pa., modification of C.P. for extension of construction period to July 23, 1932 to Oct. 23, 1932, marine relay and coastal service; W10XA, Radiomarine Corp. of America, portable, renewal of general experimental license for 41000, 34600, 51400, 60000-400000 kc., 5 w.

Also, R.C.A. Communications, Inc.: WLL, Rocky Point, N.Y., modification of license for change in points of communication to communicate with Amsterdam; WQO, Rocky Point, N. Y., same except to communicate with Berlin and Amsterdam; WQW, Rocky Point, N. Y., same except to communication with Berlin, Monrovia and Capetown; WIL, Rocky Point, N.Y., modification of license to change serial number of apparatus to No. 47; W2XDC, Riverhead, N.Y., renewal of general experimental license for 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 34600, 51400, 60000-400000 kc., 15 w.; W2XP, Riverhead, N. Y., renewal of general experimental license for 25700, 34600, 51400, 60000-400000, 401000 and above, 250 w.; W2XBI, Rocky Point, same as W2XP, except 10 KW; W2XBJ, Rocky Point, N. Y., renewal of special experimental license for 6740, 6950, 6957.5, 7400, 8930, 8940, 8950, 9470, 9490, 10610, 13180, 13855, 13870, 13915, 14800, 17860, 17900, 18900, 19020, 21220 kc., 30 KW; W2XAM, New Brunswick, N. J., and W2XD, Tuckerton, N. J., renewal of general experimental licenses for 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310 kc., 10 kw; W2XBC, and W2XBL, Rocky Point, N. Y., renewal of general experimental licenses for 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 25700, 34600, 51400, 60000-400000, 401000 and above, 100 w.,

July 27 -KGTF, Aeronautical Radio, Inc., San Diego, Cal., modification of C.P. for extension of Construction period to 7/18/32-10/18/32, aero. and aero. point-to-point; Radiomarine Corp. of America: W10XC, Portable, renewal of general experimental license for 34600, 41000, 51400, 60000 to 400000 kc., .5 watts, general experimental service; W8XJ, Bradley Rd., West Dover, Ohio, renewal of general experimental license for 2398, 3492.5, 4797.5, 6425 kc., 350 watts; Detroit Gold Cup Committee, Inc., Lake St. Clair, Grosse Pointe, Farms, Mich., new C.P.s(2) for 2480 or 2398 kc., 15 watts; R.C.A. Communications, Inc.: W2XS, Rocky Point, N. Y., renewal of general experimental license for 25700, 34600, 51400, 60000-400000, 401000 and above, 10 KW; W2XT, Rocky Point, N.Y., renewal of general experimental license for 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 23100 kc., 80 KW; W3XV, Arneys Mount, N. J., renewal of general experimental license for 34600, 41000, 51400, 60000-400000, 401000 and above, 150 watts; RCA Victor Co.; Inc.: W10XE, and W10XT, Portables and Mobile, renewals of general experimental licenses for 34600, 41000, 51400, 60000-400000 kc., .5 watts; W3XAJ, Camden, N.J., renewal of general experimental license for 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310 kc., 250 watts; W3XAB, Camden, N.J.

renewal of general experimental license for 17310, 25700, 34600, 51400, 60000-400000 kc., 250 w.

July 28 - WEX, R.C.A. Communications, Inc., Rocky Point, N.Y., modification of license to change Serial No. of transmitter and primary points of communication; Aeronautical Radio, Inc.: KNWD, Bismarck, N.D., license covering C.P. for 2668, 2672 kc., 400 watts, aero. point-to-point; KNWE, Bismarck, N.D., license covering C.P. for 2854, 3005, 5377.5 kc., 400 watts, aeronautical service; W9XA, National Broadcasting Co., Inc., Denver, Colo. renewal of special experimental license for 830 kc., 12.5 KW; Thomas Morgan Hale, on Model B. Ford, Mobile, new C.P. for 56000 to 60000 kc., 15 watts, general experimental service; F.C. Carroll, Lakewood, Ohio, new C.P. for 3256, 6425, 12850 kc., 5 watts, special experimental service; Buzz Morrison Flying Service, Inc., NC-6645, new license for 60 megacycles, 5 watts, general experimental service; KGRU, American Radio News Corp., Denver, Colo., modification of C.P. for extension of construction period to 10/3/32-4/1/33.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted
(July 29, 1932)

WDEV, Harry C. Whitehill, Waterbury, Vt., C.P. to change frequency from 1420 to 550 kc., increase power from 50 to 500 watts, change time from specified hours to daytime, and install new equipment; WROL, Stuart Broadcasting Corp., Knoxville, Tenn., C.P. to move transmitter locally in Knoxville and install new transmitter; WHEB, Granite State Broadcasting Corp., Portsmouth, N.J., modification of C.P. to extend completion date to Aug. 8, 1932; WOOD, Kunsky Trendle Broadcasting Corp., Grand Rapids, Mich., modification of C.P. to make changes in equipment; WIP, Gimbel Bros., Inc., Glenside, Pa., license covering installation of new equipment and moving of studio from Elkins Park to Glenside, Pa., 930 kc., 25 KW, daytime; KGKY, Hilliary Co., Inc., Scottsbluff, Neb. renewal of license, 1500 kc., 100 watts, unlimited time; WJBI, Monmouth Broadcasting Co., Red Bank, N. J., temporary license extended to 3 A.M. EST August 22, 1932; WEHC, Emory & Henry College, Emory, Va., station authorized to remain silent until after rectifier tubes may be procured; WHAS, The Courier Journal Co. and The Louisville Times Co., Louisville, Ky., license covering installation of auxiliary transmitter at main studio location to be operated with 1 KW during construction of 25 KW transmitter 820 kc.

County of Hamilton, Tenn., Chattanooga, Tenn., C.P. for police service, 2470 kc., 100 watts; City of Klamath Falls, Klamath Falls, Ore., C.P. for police service, 2442 kc., 25 watts; American Telephone and Telegraph Co., Long Lines Dept., Ocean Gate, N. J., license for fixed public point-to-point tel. service, 19380 kc., 20 KW power, to communicate with Lima Peru, hours 12 noon to 5 P.M. EST, daily.

Also, RCA Communications, Inc.: WEJ, WQE, WQY, WEL, WPE, Rocky Point, N. Y., modification of fixed public point-to-point telegraph license for change in normal transmitter numbers and points of communication; KIND, Radiomarine Corp. of America, aboard "Falcon", authority not to exceed 60 days to operate pending receipt of formal application, frequency range 125 to 500 kc.; Mackay Radio & Telegraph Co., aboard "Northern Sword", 60 day authority pending receipt of formal application to operate station aboard "Northern Sword" ex Norma, other particulars of existing license for "Norma" unchanged.

The following stations granted regular renewal of broadcast station licenses: WAPI, Birmingham, Ala., WCBD, Zion, Ill., WMBI, Chicago, and KPCB, Seattle.

Each of the stations listed below were granted extensions toSept. 1, 1932, of the working of Rule 145; all of licensees have ordered monitors from manufacturers which now have frequency monitors at Bureau of Standards being tested:

WOCL, Jamestown, N. Y.; KFBL, Everett, Wash.; KWKC, Kansas City, Mo.; WAWZ, Zarephath, N. J.; WHBC, Canton, Ohio; KCRJ, Jerome, Ariz.; KFJM, Grand Forks, N. Dak.; KXO, El Centro, Cal.; KUMA, Yuma, Ariz., WHDL, Tupper Lake, N. Y.; WCOH, Yonkers, N. Y.; KGNF, North Platte, Neb.; KFEL, Denver, Colo,; KGEZ, Kalispell, Mont.; KCCR, Watertown, S. Dak.; KWSC, Pullman, Wash., and KSTP, St.Paul,

Applications Dismissed

The following applications were dismissed at request of applicants: WTAQ, Gillette Rubber Co., Eau Claire, Wis., modification of license, 1330 kc., 1 KW, unlimited time; KSCJ, Perkins Bros. Co., The Sioux City Journal, Sioux City, Ia., modification of license 1330 kc., 1 KW, 2½ KW, LS, unlimited time; WNOX, WNOX, Inc., Knoxville, Tenn., C.P. 560 kc., 1 KW, 2 KW, LS, unltd. time.

Miscellaneous

WRAK, Clarence R. Cummins, Williamsport, Pa., granted authority to operate full time on 1370 kc., 100 watts, until completion of new station of Sun-Gazette Broadcasting Co., when the two stations will divide time equally on 1370 kc.; WRAK has abandoned appeal in Court of Appeals from decision of the Commission of April 1, 1932, granting renewal of license on half-time basis. Full time operation of WRAK not to extend beyond Nov. 1, 1932; KVOA, Robert M. Riculfi, Tucson, Ariz., denied petition for reconsideration of decision denying application for unltd. time.

WCAD, St. Lawrence, University, Canton, N. Y., granted renewal of license to operate on 1220 kc., 500 watts, daytime hours, sustaining Examiner with exception as to hours of operation; WHDL, Tupper Lake Broadcasting Co., Inc., Tupper Lake, N. Y., denied C.P. to move studio and transmitter locally in Tupper Lake, install new equipment and operate on 1220 kc., 500 watts, share daytime hours with WCAD, reversing Examiner Ellis A. Yost.

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HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING WASHINGTON, D. C.

ISSUED TWICE A WEEK AND CONTAINING THE LATEST INFORMATION REGARDING THE RULINGS OF THE FEDERAL RADIO COMMISSION, RADIO LEGISLATION, DEPARTMENT OF COMMERCE REGULATIONS, CHANGES IN WAVELENGTH, CALL LETTERS AND POWER, PATENTS, EXPORTS, FEDERAL TRADE COMMISSION RULINGS AND OTHER MATTERS OF INTEREST TO BROADCASTERS AND MANUFACTURERS. :: :: CONFIDENTIAL—NOT FOR PUBLICATION. :: ::

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No. 550

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COMMISSION BUSY EFFECTING RADIO DIVISION CONSOLIDATION

While awaiting the appointment of the successor to Gen. Charles McK. Saltzman, the Federal Radio Commission, with Commissioner Eugene O. Sykes as Acting Chairman, has turned its attention towards the consolidation of the radio division of the Department of Commerce with the Commission, as provided in the executive order issued July 20, 1932.

A few days ago the Commission announced the forming of a Division of Field Operations, headed by William D. Terrell, former chief of the Radio Division. Further consideration has now been given the duties and personnel of the new division, with the result that it has been delegated to inspect all transmitting apparatus to ascertain whether in construction and operation it conforms to the requirements of the Radio Act of 1927, as amended, the rules and regulations of the licensing authority, and the license under which it is constructed or operated; to make measurements of frequencies and to make field intensity measurements when required; to maintain records incident to the monitoring of radio stations; to conduct examinations for applicants for operators' licenses; to investigate and report to the Commission facts concerning alleged violations by station operators of such laws, treaties and regulations as might result in the suspension of their licenses; to report to the Commission from time to time any violations of the Radio Act of 1927, the rules and regulations or orders of the Commission, or, of the terms and conditions of any license; and to perform such other duties as may hereinafter be assigned.

Fifteen persons were dismissed in order to effect the saving of $34,000 made necessary by the new budget. There will be many more dismissals in the field service, which is still to be reorganized.

Among those in the Washington office found to be "not indispensable to the service" were Wilfred G. Clearman, chief investigator at a salary of $4800; G. Lyle Hughes, attorney, $3800; and P. B. Murphy, receiving and disbursing clerk, $2900. Others dismissed were clerks and stenographers at salaries ranging from $1440 to $1980.

Among those designated for assignment to the Division of Field Operations was W. E. Downey, who will become assistant to W. D. Terrell, the same position he held in the old Radio Division.

From the staff of the radio division there has been created and established two new sections -- Accounts and Audit Section for the handling of all matters pertaining to the settlement of international accounts except disbursements; and the Division of Mail and Files.

The duties incident to prescribing the qualification of station operators and the classification of such operators according to the duties to be performed are assigned to the Engineering Division. Three clerks were transferred to this division.

The duties incident to assigning call letters to radio stations licensed by the Commission and the publication thereof are assigned to the license division of the Radio Commission. Eight of the radio division clerks were transferred to the license division to take care of this work.

The Legal Division was augmented by Ralph L. Walker, attorney, and two stenographers from the radio division.

The reorganization of the police and inspection force which is scattered all over the United States will be taken up by the Commission next. Since a saving of $33,000 must be effected, it is likely that a complete new set-up will result.

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MORE CHANNELS MAY BE NEEDED FOR BROADCASTERS

The "high power" trend in broadcasting may develop within the near future so as to necessitate allocation of present local or regional channels as clear channels for United States broadcasting stations, it was forecast at the Commission recently.

As high-power experiments go forward it is not at all improbable that there will be a pressing necessity for more clear channels to accommodate the high-power transmitters, with a corresponding reduction in lower-powered stations.

This situation - in which more clear channels may have to be created - may be hastened by a transformation which certain broadcasting experts declare is now taking place. The present clear channels, they say, are being slowly but surely eliminated by private pressure and commercial expediency. If such is the case, and if the high-power trend develops as is anticipated, it will be almost inevitable that certain frequencies now used by lower-powered stations must be vacated, and used as clear channels for the high-power transmitters.

Forty clear channels were set aside by the Commission when it reallocated the radio facilities of the United States in 1928. Since that time, five of these channels, although remaining in name "clear", have become in reality shared-channels, through the Commission's authorizations that other stations be allowed to use them. Engineers estimate that the value of the former clear channels which are now shared, has declined materially, considering their "value" as the area they may consistently serve when one station alone operates on each frequency.

In a recent meeting at the Commission to determine the policy of American delegates to the International Radio Conference, to be held in September at Madrid, Spain, the question was raised as to how long it will be before Mexican stations with superpower interfere with operation of certain American stations to the

extent that the value of the channels used by Mexican stations is materially lessened to American broadcasters. It was pointed out that "if it were not for the depression, Mexican stations would already have rendered practically useless many American channels."

Should prosperity bring more Mexican stations with power enough to be heard throughout the southern part of the United States, and high power in this country develop proportionately, a condition of interference might result similar to that which existed when the Commission was formed in 1927 to straighten out the confusion in which broadcasters were transmitting at will on all frequencies, without regard to public service.

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ROOSEVELT TO USE RADIO FREQUENTLY

In his Albany speech last week Governor Roosevelt said that he hoped during the campaign to use the radio frequently.

"In the olden days",Governor Roosevelt continued, "campaigns were conducted amid surroundings of brass bands and red lights. Oratory was an appeal primarily to the emotions and sometimes to the passions. It always has been my feeling that with the spread of education, with the wider reading of newspapers and especially with the advent of radio, mere oratory and mere emotion are having less to do with the determination of public questions under our representative system of government. Today, common sense plays the greater part and final opinions are arrived at in the quiet of the home.

"In this quiet of common sense and friendliness, I want you to hear me tonight as I sit here in my own home, away from the excitement of the campaign. I am weighing all the things which I have learned in all my years in public service -- first in Albany, twenty-one years ago, then during eight busy years in Washington, interspersed with visits into all the States of the union and, during and after the war, to the nations of Europe; then, in these latter years, in my tasks as Governor of New York."

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PRINTERS OPPOSE RADIO ADVERTISING

Delegates to the convention of the New York State Allied Printing Trades Council at Glenn Falls, N.Y., last week, considered a resolution urging virtual banishment of advertising from the air, and after some discussion referred the resolution back to the resolutions committee for further consideration.

E. W. Edwards, president of the council, said that when advertising was introduced into a radio program many persons turned their instruments off.

"The only kind of effective advertising is the printed word", he said.

Delegates generally condemned radio advertising. Stephen A. Kelly, of New York, said it had "robbed the stage, killed the musicians' means of livelihood and has injured the printing industry."

John P. Burke, president of the International Brotherhood of Pulp, Sulphite and Paper Mill Workers, said that radio was one of the reasons why half the members of his organization were unemployed.

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SIAM INTRODUCES RADIO ADVERTISING

With the approval of the business interests of the country. Siam has recently introduced advertising into the programs of the Government-owned station at Bangkok. The Bangkok station broadcasts regularly, the language employed being for the most part Siamese, with Chinese and English used to some extent.

There are approximately 13,000 receiving sets in the whole of Siam, according to official estimates, about three-quarters of these being crystal sets. Last year the country imported about $150,000 worth of radio equipment, the chief suppliers being Germany and the United Kingdom, with the United States third.

Although the superior quality of American radio equipment is generally admitted, its higher price serves to curtail extensive sales in Siam. The radio business in Bangkok has been hard hit by the current depression and it is probable that imports of United States equipment will not show any appreciable increase until the economic situation of the country improves.

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FAR EASIER THAN IN THE PIE-PLATE DAYS, SAYS AL

Discussing his campaign experiences with special reference to the radio phase of it, former Governor Alfred E. Smith said they soon found that their supporters all over the country expected to hear every speech made by the candidate for the presidency, no matter how many he made, and if any region happened to be left out, itt was heard from promptly. This necessitated sometimes very difficult and costly arrangements.

"It was important and vital for the candidates at the head of the ticket to be heard nationally as often as possible,

but soon every local candidate and every speaker of any consequence wanted the same privilege", Governor Smith continued.

"I am told that the speakers' bureau was daily filled with a procession of aggrieved speakers who were not willing to give their services if they were not to have their voices go out over the microphone. I was told afterward of many local occasions on which microphones were placed in front of speakers, with wires that went nowhere, because with the best will in the world and the expenditure of well over $600,000 for radio, not everybody could be heard everywhere every night.

"Undoubtedly radio will be an even more important feature of this coming campaign. Radio companies are already planning for it, and I am sure that both national committees are including it in their tentative plans.

"Many improvements have been made and it is far easier for a candidate to handle the microphone now than in the old pie-plate day, when it completely concealed his face from the audience; for he had to keep well behind a battery of these instruments, since he had to direct his voice straight into the microphone. I could never do that, because when I speak, I am thinking of what I have to say, and of my audience, rather than of the instrument which is conveying my words to them."

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BUCK PAYS TRIBUTE TO ZIEGFELD

A tribute to Florenz Ziegfeld by Gene Buck, President of the American Society of Composers, was accorded a prominent position on the dramatic page of the New York Times last Sunday.

Mr. Buck was a life-time associate of Ziegfeld and probably knew him as intimately as any man in the business. It has been the sad task of Mr. Buck to say farewell to three famous associates - Ziegfeld, Sousa and Victor Herbert.

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COLUMBIA NEW AND RENEWED CONTRACTS

Hecker H-O-Co., Inc., Buffalo, N. Y.; Agency - Gotham Advertising Co., Inc., New York City; Program "H-O Rance", Cowboy series, M.W.F. 5:00-5:15 P.M., 19 stations. - RENEWAL

Investors Syndicate, Minneapolis, Minn.; Agency - Erwin, Wawe & Co., Chicago, Ill.; Program - to be determined, Sunday 7:30-7:45 P.M., 31 stations, - NEW.

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U.S. INTERNATIONAL RADIOTELEGRAPH CONFERENCE DELEGATES NAMED

The United States has formally announced its acceptance of the invitation of the Spanish Government to attend the fourth International Radiotelegraph Conference opening in Madrid, Spain, on September 3, 1932. Other radio conferences were held in Berlin in 1903, in London in 1912, and the last preceding one in Washington in 1927.

The President has approved the following delegates, and advisory and technical staff of the Delegation of the United States, to this conference:

Delegates: Eugene O. Sykes, Acting Chairman, Federal Radio Commission, chairman; Dr. Charles B. Jolliffe, chief engineer, Federal Radio Commission; and Walter Lichtenstein, executive secretary, First National Bank of Chicago.

Technical Advisers: Dr. Irvin Stewart, State Department; Lt. Com. Edward M. Webster, U.S. Coast Guard, Treasury Department; Maj. William F. Friedman and Lt. Wesley T. Guest, U.S. Army; Lt. Com. Joseph R. Redman, U.S. Navy; Dr. John Howard Dellinger, Chief, Radio Section, Bureau of Standards, Department of Commerce; H. J. Walls, Airways Division, Aeronautics Branch, Department of Commerce; Gerald C. Gross, Federal Radio Commission.

Secretary General: Richard Southgate, acting chief, Division of International Conferences, Department of State.

Secretary: Hugh Millard, Second Secretary, American Embassy, Madrid.

Assistant Secretary: R. Allen Haden, Foreign Service Officer, Department of State.

Disbursing Officer: Francis J. Sickel

Translators and Interpreters: Arthur L. Lebel, Alyre J. Gallant, John Geoffrey Will, Leon Dostert, Mrs. Fina M. Howell, Mrs. Amy D. Wilbur and Miss Rosario Romero.

Clerks: Miss Ruth J. Allen, Miss Virginia W. Collins, Miss Dorothy Tuggle, H. G. Kurtz, Maoma A. Burkhart, Mrs. Adeline N. Kincheloe, and Mrs. Gertrude C. Shallcross.

The Spanish Government also extended an invitation to certain private organizations to send representatives to the Conference. There follows a list of the companies which have accepted and the names of the representatives appointed:

Paul Goldsborough, Aeronautical Radio, Inc.; W.G.H. Finch, American Radio News Corporation; Kenneth B. Warner, Paul M. Segal, and Clair Foster, American Radio Relay League; Robert F. Hand and Harold L. Cornell, American Steamship Owners Association; and

Eugene S. Wilson, Herbert E. Shreeve, Lloyd Espenschied, and Laurens E. Whittemore, American Telephone and Telegraph Company; Milton M. Price and Michael Schwartz, Associated Telephone and Telegraph Company; Lawrence W. Lowman, Columbia Broadcasting System, Inc. and Ralph M. Heintz, Globe Wireless, Ltd.

Logan Rock and H. H. Buttner, International Telephone and Telegraph Company; Representatives of the affiliates of the International Telephone and Telegraph Company (a) John Goldhammer and Morgan Heiskell, All America Cables and Commercial Cables; (b) A. Y. Tuel and Haraden Pratt, Mackay Radio and Telegraph Company; and

F. G. Hummel, Mutual Telephone Company; Louis G. Caldwell, National Association of Broadcasters; Armstrong Perry, National Committee on Education by Radio; Joseph B. Pierson, Press Wireless, Inc.; Col. Samuel Reber, Radio Corporation of America; Col. Sam Reber, Loyd A. Briggs and W. A. Winterbottom, R.C.A. Communications, Inc.; Charles J. Pannill, Radiomarine Corporation of America; William E. Beakes, Tropical Radio Telegraph Company; and Stanley J. Goddard, C.P.R. Goode, A.J. Deldime and L. C. Smyth, Western Union Telegraph Company.

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BEN GOES TO HEAD OF CLASS

Niles Trammell, the courteous Georgian who is high-man for the National Broadcasting Company in Chicago, has appointed Ben K. Pratt the Director of Public Relations in the Chicago office. Newspaper radio editors will doubtless heartily approve this action, as Ben Pratt is one of the most efficient and popular press representatives in the business and has friends everywhere.

Ben is of the old-fashioned school -- so thoroughly reliable and accurate that newspaper men accept his material with the same confidence and assurance as they do from a press association. His promotion is in recognition of the good work he has done for the NBC in Chicago, which, as a radio center, is now second in importance only to New York.

A. R. Williamson will continue to be manager of the NBC Press Department in Chicago.

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The General Radio Company is developing for the Coast Guard a small portable signal generator. This generator will be used to realign trimming condensers in the types CGR-30 and 31 receivers and has been designated as CGR-44. The efficiency of these receivers depends to a great extent on the proper alignment of the trimming condensers.

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HOOVER AND VON HORTHY DEDICATE U.S.-HUNGARY CIRCUIT

For the first time direct radio telegraph communication between the United States and Hungary was made possible by service established last Saturday between the Postal Administration of Hungary and Mackay Radio and Telegraph Company, a subsidiary of the International Telephone and Telegraph Corporation. Greetings were exchanged over the new circuit that morning between President Hoover in Washington and Admiral von Horthy, Regent of Hungary, in Budapest, and between the Hungarian Minister of Commerce and Secretary of Commerce Lamont.

The Hungarian end of the circuit is located at Budapest. Mackay Radio handles traffic at the American end through its station at Sayville, Long Island.

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I.R.E. AIDS UNEMPLOYMENT

Considerable progress is reported by R. H. Marriott, Chairman of the Emergency Employment Committee, in the survey conducted by the Institute of Radio Engineers, for the purpose of providing employment for members out of work.

The Institute hit upon the idea of endeavoring to ascertain not only what the average radio set owner prefers in the way of entertainment but what he dislikes most that comes out of the speaker and what the different members of the family like and dislike.

Program sponsors admit that they do not know what kinds of programs will produce the largest number of listeners. The Institute surveys are to help find out what people will make an effort to tune in or listen to and the results of these surveys are now offered for sale to program sponsors.

Thus survey, which the Institute is making, would be very expensive in good times because of the great amount of time required to bring about unprejudiced extensive interviews in the home.

The results of the tabulation are all for sale. Incidentally, crooners and jazz performers tied women speakers, announcers and singers for first place in the greatest dislikes. Edna Wallace Hopper was the most disliked individual with Walter Winchell next. "Amos 'n' Andy" came first in what the listeners tune in regularly.

Anyone desiring to purchase copies of these surveys may either address the Institute of Radio Engineers, 33 West 39th Street, New York, or the chapter in any known city.

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APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

August 1 - WSMB, Inc., New Orleans, La., install automatic frequency control; WCOA, Pensacola Broadcasting Co., Pensacola, Fla., extend completion date of C.P. to 9/1/32; WHEF, d/b as Attala Milling & Produce Co., Kosciusko, Miss., extend completion date of C.P. to 12/18/32; KUSD, University of South Dakota, Vermillion, S. D., C.P. to make changes in equipment and increase power to 1 kilowatt; KLS, d/b as Warner Bros., Oakland, Calif., license to cover C.P. granted 3/18/32 for changes in equipment;

The following applications were returned to the applicant: WNBW, d/b as Home Cut Glass & China Co., Carbondale, Pa., voluntary assignment of license to WNBW, Inc., (regulations not complied with); KWCR, Cedar Rapids Broadcast Co., Cedar Rapids, Iowa, change equipment and increase day power to 250 w. (rule 6a and c).

Applications Other Than Broadcasting

July 29 - WAI, American Radio News Corp., Atlanta, Ga., modification of C.P. for extension construction period to 9/30/32 to 3/15/33; D. H. Mathews, on Rankin Monoplane 12722, new license for aircraft on 51400 kc., 10 watts; K7XD, Telephone Bond & Share Co., Ketchikan, Alaska, modification of C.P. for extension of completion date to 8/18/33; KDG, Press Wireless, Inc., Honolulu, T.H., modification of license for 15910 kc., additional; WJER, portable, The Journal Co., initial location, Milwaukee, Wis., license covering C.P. for 1588, 2342 kc., 7.5 watts, temporary broadcast pickup service.

Also, National Broadcasting Co.: W10XAP, portable, renewal of general experimental license for 17310, 25700, 34600, 51400, 60000-400000 kc., 7.5 watts; W10XAN, same, except for 10 watts; W2XK, New York City, renewal of general experimental license for 41000, 51400, 60000-400000, 401000 and above, 2.5 KW; W3XL, Bound Brook, N. J., renewal of general experimental license for 1594, 2398, 3492.5, 4797.5, 6425, 12862.5, 17310 kc., 100 KW; W2XBB, New York, renewal of general experimental license for 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 25700, 34600, 60000-400000 and above, 1 KW.

August 1, 1932 - WNC, American Telephone & Telegraph Co., Hialeah, Fla., modification of C.P. for extension of commencement date to 9/1/32 and extension of completion date to 12/1/32, point-to-point telephone service; W1XD, Submarine Signal Company, Boston, Mass., renewal of general experimental license for 1594, 2398, 3492.5 4797.5 kc., 15 watts; W1XA, Ed. C. Crossett, Wianno, Mass., renewal of general experimental license for 8655, 12862.5, 27100 kc., 500 watts; W4XB, Isle of Dreams Broadcasting Co., Miami Beach, Fla., license covering C.P. for 6040 kc., 2.5 KW, experimental relay broadcasting; WRL, Radiomarine Corp. of America, Duluth, Minn., modification of coastal and marine relay service licenses for change in hours of operation to 8 A.M. to 8 P.M., E.S.T., daily plus such additional hours as occasional local traffic conditions necessitate. W10XB, Joseph Lyman, NC-508-W, renewal of general experimental license for 60000 to 400000 kc., 2 watts; General Electric Co.:

W2XAW, S. Schenectady, N. Y., renewal of general experimental license for 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 23100, 25700, 26000, 34600, 41000, 51400 kc., 25 KW; W2XO, S. Schenectady, N. Y., renewal of general experimental license for 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310 kc., 25 KW.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted
(August 2, 1932)

KDKA, Westinghouse Electric & Manufacturing Co., Pittsburgh, Pa., renewal of license for auxiliary transmitter; KFRU, Stephens College, Columbia, Mo., consent to voluntary assignment of license to KFRU, Inc.; WSAI, The Crosley Radio Corp., Cincinnati, O., authority to install automatic frequency control; KFJF, National Radio Manufacturing Co., Oklahoma City, Okla., authority to reduce power to 3 KW for period not to exceed 5 days (action taken July 29th); WCGU, U. S. Broadcasting Corp., Brooklyn, N. Y., C.P. to move transmitter fromBrooklyn to Long Island City, N. Y.

Also, WCFL-W9XAA, Chicago Federation of Labor, Chicago, Ill., authority to use WCFL 920 kc., and W9XAA 6080 kc., on July 30th to communicate with German Plane of Von Gronau (action taken July 29); WHCZ, Radiomarine Corp. of America, aboard vessel "Relief", 60 day authority to operate ET-3627-A, 200 watts, frequency range 313 to 500 kc., and ET-8002 150 watts, frequency 8200 to 17100 kc., replacing ET-3636-A (action taken July 29); KDSA, Same Co., aboard vessel "Swiftlight" 60 day authority to operate B-1 converted tube transmitter 200 watts; frequency range 375 to 500 kc., replacing RH-1 2 KW (action taken July 29); WCV, WNO, Michigan Wireless Telegraph Co., Wyandotte, Mich., fixed public point-to-point telg. license covering a new point-to-point radio telg. communication service in State of Michigan, between towns of Alpena, Wyandotte and RogersCity, 174 kc., 500 watts; WLD, Pere Marquette Radio Corp., Ludington, Mich., public coastal-coastal telegraph license, covering local move in Ludington, Mich.; WKDX, City of New York, Dept. of Plant and Structures, New York City, modification of license authorizing use of telephony in addition to telegraphy and to specify modified frequency range for transmitter - 1500-6000 kc., 200 watts.

Set For Hearing

KWXC, Wilson Duncan Broadcasting Co., Kansas City, Mo., WFIW, WFIW, Inc., Hopkinsville, Ky., renewal of licenses; WPRO-WPAW, Cherry & Webb Broadcasting Co., Providence, R. I., requests C.P. to move transmitter to near Graystone, R. I., change frequency from 1210 to 630 kc., increase power from 100 to 250 watts, install new equipment, and new antenna system to be operated directionally at night and non-directionally at daytime; James M. Caldwell, Goodland, Kans., requests C.P. 1310 kc., 100 watts, share with KGFW (facilities of KGFW); WMAL, M.A.Leese Radio Corp., Washington, D. C.,

requests modification of license to increase night power from 250 to 500 watts.

Application Denied

KGEW, City of Ft. Morgan, Ft. Morgan, Colo., denied extension of time in which to place order for a frequency monitor as required by Rule 145.

Affirmation of the conditional grant of an application for a new broadcasting station at Troy, Ala., was recommended to the Federal Radio Commission in an Examiner's report made public August 2nd.

The Commission after recently granting the application on a temporary basis, held a hearing to consider a protest by another station against the grant. The protesting station failed to appear for the hearing, according to Examiner Elmer W. Pratt's report, so he has recommended that the grant be affirmed.

The station will be operated by the Troy Broadcasting Company, using 1210 kilocycles, 100 watts, daytime hours.

Renewal of license for Station KGIX, Las Vegas, Nevada, and denial of an application to take over the station's facilities were recommended in an Examiner's report to the Commission made public August 2nd.

Chief Examiner Ellis A. Yost found that the Las Vegas station has served public interest, and that its future operation would mean continued good service for the Las Vegas area.

The Cannon System, Ltd., Glendale, Calif., which applied for the facilities of the Las Vegas station to erect a new station at Glendale, Mr. Yost found technically, financially, and legally qualified to operate the proposed new station, but he pointed out that grant of the application would bring about deletion of Station KGIX, and the people of Southern Nevada would be without dependable daytime broadcast service.

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HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING WASHINGTON, D. C.

ISSUED TWICE A WEEK AND CONTAINING THE LATEST INFORMATION REGARDING THE RULINGS OF THE FEDERAL RADIO COMMISSION, RADIO LEGISLATION, DEPARTMENT OF COMMERCE REGULATIONS, CHANGES IN WAVELENGTH, CALL LETTERS AND POWER, PATENTS, EXPORTS, FEDERAL TRADE COMMISSION RULINGS AND OTHER MATTERS OF INTEREST TO BROADCASTERS AND MANUFACTURERS. :: :: CONFIDENTIAL—NOT FOR PUBLICATION. :: ::

National Broadcasting Company, Inc.
GENERAL LIBRARY
711 Fifth Avenue, New York, N. Y.

RECEIVED
AUG 9 1932
G. W. JOHNSTONE

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RECEIVED
AUG 9 1932
PRESS

No. 551

SUBSCRIPTION PRICE, $10. PER MONTH. NO CONTRACT REQUIRED.

RADIO STATION HELD INSURANCE COMPANY'S AGENT

Where a radio station broadcasts advertisements for a life insurance company and receives additional compensation for transmitting mail to the company, the station is an agent of the company. This was the holding of Attorney General Howard B. Lee, who ruled on the question at the request of the West Virginia State Auditor, Edgar C. Lawson. He held that the Holt-Rowe Broadcasting Co., of Fairmont, W.Va., which broadcasts advertisments for the Union Mutual Life Insurance Co., of Des Moines, Ia., is an agent.

The opinion follows:

"We have before us your letter with the correspondence of your office with the Holt-Rowe Broadcasting Company of Fairmont, W.Va., regarding the advertisement of the Union Mutual Life Company of Des Moines, Iowa. You are concerned as to whether or not said Union Mutual Life Company is doing business in the State of West Virginia, and whether or not the Holt-Rowe Broadcasting Company of Fairmont, W.Va., is acting in the capacity of an agent of said insurance company.

"It is contended that the business done by said Union Mutual Life Company is interstate commerce and that the radio communication requires a uniform system of control throughout the Nation which is exclusively vested in Congress and the agencies created by it. No doubt this is true if the communication was broadcast from the home office in the State of Iowa but the method used in broadcasting these advertisements is wholly of an intrastate character.

"The Holt-Rowe Broadcasting Company is a West Virginia corporation and does its broadcasting for the Union Mutual Life Company from Fairmont in the State of West Virginia. It uses records and a program in advertising the Union Mutual Life Company of Des Moines, Iowa, and requests that communications be addressed to the Holt-Rowe Broadcasting Company of Fairmont, W.Va., which communications are sent to the Union Mutual Life Company of Des Moines, Iowa, and a compensation paid for each communication to the Holt-Rowe Broadcasting Company.

"The system thus used clearly makes the Holt-Rowe Broadcasting Company an agent for the Union Mutual Life Company and the method of the latter constitutes intrastate business as contrasted with interstate business. Business thus carried on cannot hide behind the phrase "interstate commerce" and carry on an intrastate business and escape the consequences of the latter.

"This opinion is in keeping and not contrary to the holding and rules of the Federal Radio Commission and the case of Whitehurst vs. Grimes, 21 F. (2nd) 787, and United States vs. American Bond & Mortgage Co., et al., 31 F (2nd) 448, as the questions there involved the power to license which is under the control of Congress. The method of doing business determines the question of whether it is inter or intrastate.

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I.R.S.M. ISSUES JUNE-JULY JOURNAL

Showing that the newly organized Institute of Radio Service Men is stepping right along is the June-July issue of the Journal published by the Institute. It consists of about 250 printed pages and contains, in addition to the I.R.S.M. news, a number of technical papers contributed by members.

Sections have been organized in Chicago, New York, Rochester, Albany, Washington, D.C., Boston and New Orleans. One hundred and thirteen applications for membership have been approved by the Board of Directors, including those of three men in Canada, five in Hawaii and one in New Zealand.

Kenneth Hathaway, of 538 South Clark Street, Chicago, is the executive secretary of the organization.

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OLYMPIC GAMES FACSIMILES IN WORLD CAPITALS WITHIN HOUR

A hook-up of wire line and radio facsimile transmission facilities by means of which a picture taken at the Olympic games at Los Angeles may be received in London, Berlin and Buenos Aires within a single hour, has been provided.

For the occasion of this Olympiad, according to W. A. Winterbottom, RCA Communications, Inc. has supplemented its regular facsimile service to London and Berlin with a special circuit to Buenos Aires, in order that South America as well as Europe might have pictures of important events by the quickest means that modern science can devise.

"Many of us think of air mail as the fastest means of sending a photograph from one place to another", said Mr. Winterbottom, "but even if a plan could attain a speed of 1,000 miles per hour it would arrive in Berlin a full 8-hour working day later than we can deliver a picture to its destination. And the only reason that it takes radio and wire transmission a half hour each is because it is necessary to transmit the picture bit by bit, in sections so small as to be about a hundred thousand times more complicated than a jigsaw puzzle."

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SPANISH ONLY MAY BE USED IN ADVERTISING MESSAGES IN ARGENTINA

Radio advertising in Argentina must hereafter be conducted in Spanish, according to a report from Buenos Aires. Foreign programs have become increasingly popular in the Argentine capital, and have had the effect of making broadcasting stations lose their identity during the period of the foreign broadcasting. It was chiefly because of this development that the government decided to prohibit the use of foreign languages in radio advertising. The new regulation, however, does not affect in any other respect broadcasting in a foreign tongue. Advertising programs are presented in Argentina along much the same lines as in the United States, and many American products are advertised.

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KANSAS NEWSPAPERS WANT RADIO ADVERTISING

Following out the understanding arrived at by members of the Newspaper Association Managers, Inc., as to how to handle the declared purpose of national and other political campaign committees to use the radio for paid advertising this year, to a very large extent, the Kansas Editorial Association, Fourth District, has adopted the following resolution:

"Whereas, in the Presidential campaign of 1928 the national committees of both major political parties spent huge sums for paid advertising over the radio while newspapers were asked to donate their space for campaign publicity, even to publishing the speeches free, for which the radio had been paid; therefore, be it

"Resolved, that the newspapers of Kansas respectfully demand fair treatment at the hands of the national political committees. They have a known and proven audience to offer, they have given generously of their space in past years and they feel that it is unfair and unjust for the campaign committees of the two great political parties to spend their good money with the radio and give the newspapers handouts."

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FOREIGN TRADE OPPORTUNITIES

The following foreign trade opportunities may be investigated by writing the Bureau of Foreign and Domestic Commerce, Department of Commerce, Washington, D. C.:

Loud-speakers, electrodynamic, and transformers	‡344	Amsterdam, Netherlands	Agency
Radio sets, good quality	‡303	Brussels, Belgium	Purchase & Agency
Radio Sets, good quality	‡304	Brussels, Belgium	Both
Radio-phonograph combinations	*345	Kingston, Jamaica	Purchase
Radio tubes and appliances for military radio	‡378	Rio de Janeiro, Brazil	Both
Radio tubes, and photo-electric cells	‡306	Paris, France	Agency

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NBC NEW AND RENEWAL CONTRACTS SIGNED UP

RENEWAL - Chappel Bros., Chicago, Ill., (Ken-L-Ration); Agency - Rogers & Smith; Period - Thursdays, 8:30 to 8:45 P.M., starting August 11, 1932; Basic Blue network; Program - Rin Tin Tin Thrillers;

RENEWAL - General Electric Co., 120 Broadway, New York City (Electrical Appliances); Agency - Batten, Barton, Durstine & Osborn; Period - Sundays, 7:30 to 8:00 P.M., starting Sept. 18, 1932; Basic Red network NW, Orange; Program - "G E Circle".

RENEWAL - Tastyeast, Inc., Trenton, N. J., (Tastyeast); Agency - Stack Goble Advertising Agency; Period - Monday, 7:15 to 7:30 P.M., starting August 29, 1932; Basic Blue network; Program - "Tastyeast Jesters".

NEW - RKO Distributing Corp., 1560 Broadway, New York City (special new moving picture); Period - Friday, 10:30 to 10:45 P.M., starting August 26, 1932; Basic Red Network, Canadian, NW, SE, SC, SW, MT, Orange; Program - "The Phantom of Crestwood".

RENEWAL - W. A. Sheaffer Pen Co., Fort Madison, Wis.; (Fountain Pens); Agency - McJunkin Advertising Co.; Period - Sunday, 9:45 to 10:15 P.M., starting August 28, 1932; Basic Blue Network, Canadian, Mt., Orange; Program - "Sheaffer Lifetime Revue."

NEW - A. C. Gilbert Co. (Erector toys), 493 Blatchley Ave., New Haven, Conn.; Agency O Charles W. Hoyt Agency, 11 E. 36th St., New York City; Starts October 30, 1932, Sundays 5:45-6:00 P.M., EDST; WEAF Basic Red Network, NW, ORANGE, KFSD, KTAR, KOA, KSL; Program - Semi-dramatic.

NEW - The Hills Bros. Co. (Dromedary Dates), 110 Washington St., New York City;Agency - Cecil Warwick & Cecil, 230 Park Ave., New York City; Starts September 26, 1932; Time Mon. Wed. & Fri., 5:15-5:30 P.M., EDST, WJZ Basic Blue Network, NW, Mt., Orange; Program - "Dromedary Caravan", - Dramatic sketch of the desert.

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BING CROSBY SUED FOR $100,000 IN HOLLYWOOD

Grace Dobish, acting as assignee for Edward Small Co., theatrical agents, asked $105,000 from Bing Crosby, alleging that between June 26, 1930, and June 26, 1932, Crosby made $250,000 and is working under a contract now which will pay him $800,000.

The action alleged the agents obtained the $250,000 contract but that Crosby failed to pay the customary 10 per cent for which the plaintiff asked $25,000, and for alleged wrongful dismiss of the agents she asked another $30,000.

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NET LOSS BY R. C. A. IN SECOND QUARTER

Operations of the Radio Corporation of America for the second quarter of this year resulted in a net loss of $283,818 after taxes, charges and reserves, contrasting with a net income of $1,072,184 in the same period last year. Whereas no dividends were paid in the 1932 period, there was a deficit of $228,353 after Class A and B preferred dividends a year ago.

For the first half of this year there was a net income of $219,406, against $2,638,703 in the first half of 1931. Deficit after Class A dividend of $343,019 was $123,614, comparing with surplus of $35,294 after A and B preferred dividends in the first half of 1931. Surplus on June 30, 1932, was $11,204,176, against $11,487,994 on March 31, $11,327,789 on Dec. 31, 1931, and $30,045,832 on June 30, 1931.

Gross income from operations in the second quarter was $15,629,961, against $22,810,614 in the 1931 period, and total income was $15,956,941, against $23,130,355. Net earnings after cost of sales, general operating, development, selling and administrative expenses were $1,348,189, against $3,406,353.

For the six months gross operating income was $35,952,369 against $47,382,296, and total income was $36,542,163, against $47,973,727. Net earnings were $3,598,508, against $7,428,714.

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GAIN IN RADIO SALES TO JAPAN FORESEEN

Evidence of steadily rising interest in radio in Japan, particularly in the rural districts, is reported by Assistant Commercial Attache W. S. Dowd, Tokyo.

During the month of April there was a net increase of more than 45,000 receiving sets, making the total number in use throughout the Empire at the end of that month 1,103,548. Private operators in Japan, it is pointed out, pay a monthly fee of 25 cents.

A government prohibition against the use of the short wave in Japan prevents private owners of radio sets from receiving foreign broadcasts. Notwithstanding, Japanese interest in international broadcasting is very keen. International broadcasts from Tokyo have served to educate the public in the value of the short wave and it is hoped that eventually its use will be permitted by private operators. Should this happen, it would for a time, at least, be certain to stimulate imports of American receiving sets, it is pointed out. While domestic manufacturers are now supplying almost exclusively the demand for long-wave sets, there is no production of short-wave sets and these, for the time being at least, would have to be obtained in the United States or from other foreign sources.

Immediate action by the government in connection with a change in regulations applicable to radio, however, should not be anticipated by United States manufacturers, Dowd declares. Such matters, he points out, move very slowly in the Far East and the present situation is not propitious for speedy action in this direction.

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BUSINESS LETTER BRIEFS

Announcement is made by M. W. ("Tommy") Thompson that he is no longer with the Grigsby-Grunow Company. As the assistant advertising manager for three and one-half years, Mr. Thompson's work included the planning of the campaigns by Majestic radio in 1929 and 1930.

Previous to his Majestic connection, he was with the Kirkgasser Agency in Chicago on contact, plan and copy for industrial accounts.

Supplement No. 2 to the list of "Radio Broadcast Stations in the United States" is now available and may be obtained from the Federal Radio Commission. This supplement (as of July 1, 1932) contains alterations and corrections to the edition dated January 1, 1932, and Supplement No. 1.

Radio-telephone developments are expected to bring the business contacts of seven additional Latin-American countries bordering on the Caribbean Sea within the reach of telephones of this country before the close of the year. The additions will bring the total foreign countries within telephone reach of the United States to 45.

The new service connections planned necessitate the construction of a new radio station at Hialeah, Fla., near Miami. Equipment for the station has been ordered.

The countries to be reached by the new service are Panama, including the Canal Zone, Honduras, Nicaragua, Costa Rica, Colombia, Venezuela, and the Bahama Islands. The distances to be covered range from 200 miles to the Bahamas and 1200 miles to Colombia.

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APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

Aug. 3 - WRC, National Broadcasting Co., Inc., Washington, D. C., license to cover C.P. granted 3/29/32 for a new transmitter; WEBQ, First Trust & Savings Bank of Harrisburg, Ill., voluntary assignment of license to Harrisburg Broadcasting Co.; KVL, KVL, Inc., Seattle, Wash., license to cover C.P. granted 4/8/32 for changes in equipment; KPJM, A. P. Miller, Prescott, Arizona, voluntary assignment of license to M. B. Scott and Edward C. Sturm, doing business as Scott & Sturm.

August 4 - WMIL, Arthur Faske, Brooklyn, N. Y., install automatic frequency control; WBEN, WBEN, Inc., Buffalo, N. Y., direct measurement of antenna power, license to cover C. P. for changes in equipment (C.P. granted May 24, 1932); KIDW, The Southwest Broadcasting Co., Lamar, Colo., license to cover C.P. granted May 20, 1932, for a new station on 1420 kc.

Applications Other Than Broadcasting

Aug. 2 - RCA Communications, Inc.: WDC, Rocky Point, N.Y. WEC, WQS, WQQ, Rocky Point, N.Y., modification of licenses for change in serial number of transmitter and primary points of communication; Elgin National Watch Co.: W9XAN, Elgin, Ill., renewal of special experimental license for frequencies in amateur bands, 500 w.; W9XAM, Elgin, Ill., renewal of general experimental license for 4797.5 kc., 500 w.; W6XK, Don Lee, Inc., Los Angeles, Cal., renewal of special experimental license for frequencies in amateur bands, 500 w.; W2XAR, Radio Pictures, Inc., Long Island City, N.Y., renewalof general experimental license for 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 23100, 25700, 26000, 27100, 34600, 41000, 51400, 60000-400000, 401000 and above, 500 w. on both transmitters; KGPJ, City of Beaumont, Beaumont, Tex., license covering C.P. for 1712 kc., 100 w., emergency police service; KGUB, Aeronautical Radio, Inc., Houston, Texas, license covering C.P. for 3232.5, 3242.5, 3257.5, 3447.5, 3457.5, 3467.5,3485, 5602.5, 5612.5, 5632.5 kc., 400 w., aeronautical service; KWW, Joseph T. Bauer, six miles south of Chicagoff, Alaska, renewal of point-to-point license for 178 kc., 150 w.; also, renewal of coastal telegraph license for frequency not to exceed 1.5 kc., 150 w.

Aug. 3 - Red River Lumber Company: Portable in Shasta, Modoc, Tehama, Lassan & Plumas Counties, Cal., new C.P. for 3190 kc., 7½ watts, special emergency station; also, at Westwood, Calif., new C.P. for 3190 kc., 500 watts, special emergency station; also, Portable in the above named counties, new C.P. for 60 megacycles or thereabouts, 5 watts, special emergency station; Globe Wireless, Ltd W2XBW, Garden City, L. I., N. Y., renewal of general experimental license for 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5 kc., 500 watts; K6XAK, Portable - Island of Oahu, T. H., W7XA, Portable initial location, Portland, Ore.; W7XC, Portable, initial location, Edmonds, Wash.; W6XAJ, Portable, initial location, Cypress, Cal., renewal of general experimental licenses for 1604, 2398, 3256, 4795, 6425, 8650, 12850, 17300 kc., 100 w., 1 KW, 1 KW, and 1.5 KW respectively; W6XBB, Ralph M. Heintz, Portable in California, renewal of general experimental license for 1604, 2398, 3256, 4795, 6425, 8650, 12850 kc., 500 w.; Drescher Solberg Corp., Inc.,

Brooklyn, N. Y., on plane Enna Jettick, new license for aircraft on 500, 5840, 6490, 8220, 12330 kc., 50 watts.

Aug. 4 - Mackay Radio & Telegraph Co.: At San Francisco, Calif., renewal of general experimental license; at Palo Alto, Calif., C.P. for installation of 6 new transmitters at Palo Alto, Calif., point-toOpoint telegraph stations, 20 kw on each; at Sayville, N. Y., C.P. for installation of 4 (four) 20-kw transmitters at Sayville, N. Y., point-to-point telegraph stations; W2XV, Radio Engineering Laboratories, Inc., Long Island City, N. Y., renewal of general experimental license; American Airways, Inc., 10 new licenses for aircraft on 3105, 3222.5, 3232.5, 3242.5, 3257.5 3447.5, 3457.5, 3467.5, 3485, 4917.5, 5602.5, 5612.5, 5632.5 kc., 50 w.; Heintz & Kaufman, Ltd., portable in California, renewal of general experimental license; Also same for W6XF, same co., same application; KDL, Radiomarine Corporation of America, portable in San Francisco, renewal of special experimental license;

Also, Aeronautical Radio, Inc.: KGUO, Tucson, Ariz., license covering C.P. for 3232.5, 3242.5, 3257.5, 3447.5, 3457.5, 3467.5, 3485, 5602.5, 5612.5, 5632.5 kc., 50 w., aeronautical station; WAEJ, Springfield, Ill., license covering C.P. for 2316 4115 kc., 50 w.; aeronautical point-to-point station; WAEF, license covering C.P. for 3232.5, 3242.5, 3447.5, 3457.5 3467.5, 3485, 3257.5, 5602.5, 5612.5, 5632.5, 3222.5 3917.5 kc., 50 w., aeronautical station; Seattle Broadcasting Co., Seattle, Wash., new C.P. for 1270 kc., 100 w., special experimental; W. B. Neal, Gallipolis, Ohio, new C.P. for 500, 2000 kc., 30 w., special experimental; W8XS, Westinghouse Electric & Manufacturing Co., East Pittsburgh, Pa.; W8XI, W10XAQ, W8XP, portables; W1XAK, Chicopee Falls, Mass., renewal of general experimental licenses.

Aug. 5 - West Virginia University, Dept. of Physics, Morgantown, W. Va.: W8XAW, license covering C.P. for 1604 or 1594-401000 kc., 200 watts, general experimental station, and renewal for same; W9XJ, University of North Dakota, Grand Forks, N. D., renewal of general experimental license for 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310 kc., 500 watts; W1XQ, American Telephone & Telegraph Co., Bradley, Maine, renewal of special experimental license for 50 to 75 kc., 25 KW; W8XL, WGAR Broadcasting Co., Cuyahoga Heings Village, Ohio, modification of C.P. for extension of completion date to 2/25/33, experimental visual broadcasting station; W1XD, Submarine Signal Company, Boston, Mass., modification of general experimental license to permit the use of A-3 modulation in addition to A1 and A2; W2XC, Federal Telegraph Co., Newark, N.J., license covering C.P. for 34600, 41000, 51400, 80000-300000, 1000000-3000000 kc., 500 watts, general experimental station.

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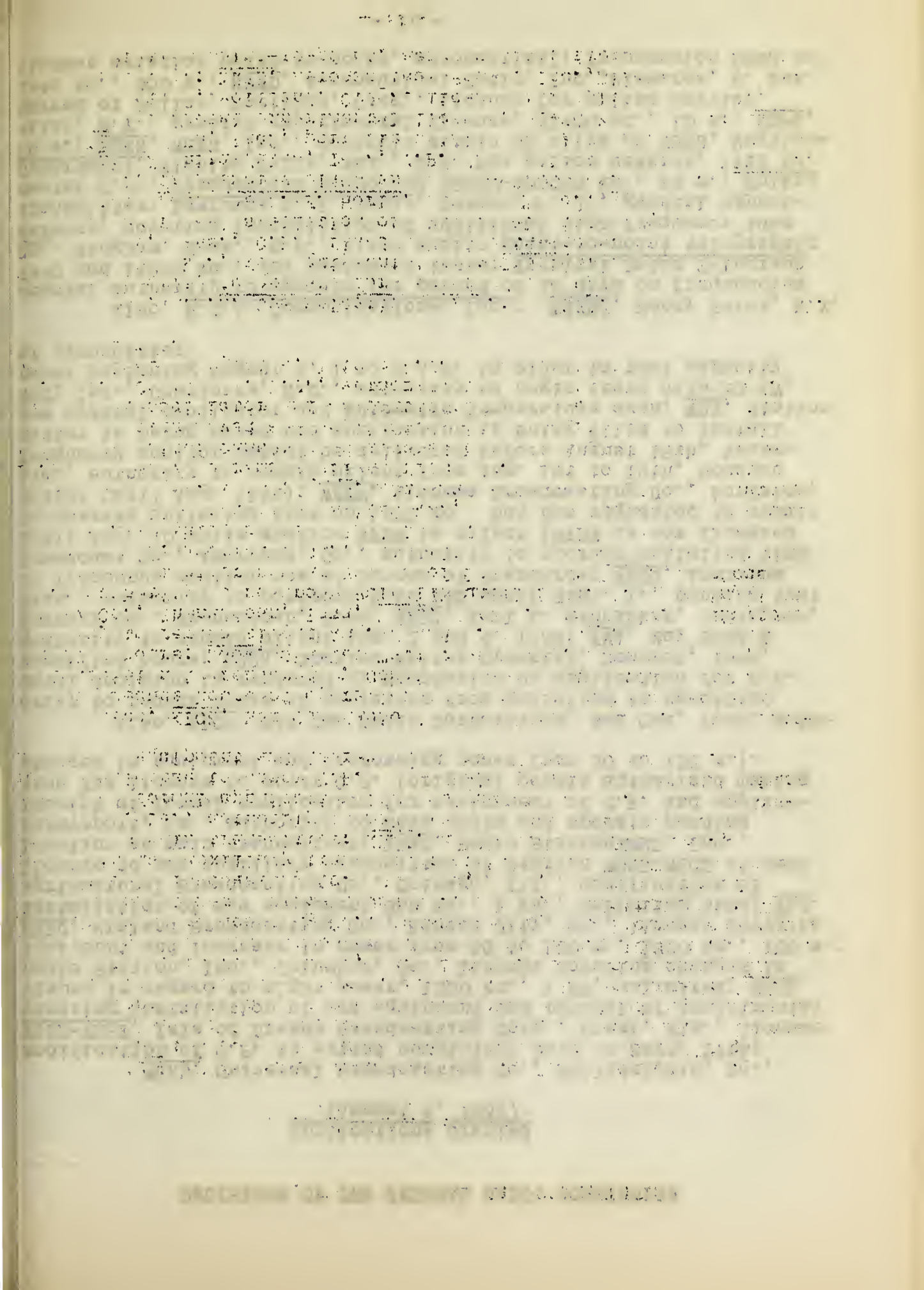
DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted
(August 4, 1932)

WCAU, Universal Broadcasting Co., Philadelphia, Pa., modification of C.P. to extend completion date to Sept. 17th; WIOD-WMBF, Isle of Dreams Broadcasting Corp., Miami, Fla., license covering installation of new equipment and removal of experimental clause in regard to night power, 1300 kc., 1 KW, unlimited; WRBL, Radio Station, Inc., Columbus, Ga., license covering changes in equipment and increase in power from 50 to 100 w., 1200 kc., 100 w.; KMBC, Midland Broadcasting Co., Kansas City, Mo., license covering installation of new equipment 950 kc., 1 kw., unlimited time; WLS, Agricultural Broadcasting Co., Chicago, Ill., modification of license to use auxiliary transmitter of Station WENR-WBCN at same location as main transmitter; KRMD, Radio StationKRMD, Inc., Shreveport, La., authority to make tests and operate pending receipt of formal application for assignment of C.P. and application for license to cover C.P. (original permit authorized making changes in equipment and increasing power from 50 to 100 w.).

Also, KICK, Red Oak Radio Corporation, Red Oak, Iowa, authority to reduce hours of operation from unlimited to specified until decision is rendered by Commission on application for C.P. specified hours; KGCA, Charles Walter Greenley, Decorah, Iowa, authority to remain silent Aug. 3 and 4, 1932; KMA, May Seed & Nursery Co., Shenandoah, Iowa, WKBZ, Karl L. Ashbacker, Ludington, Mich., authority to postpone Rule 145 until Sept. 1., pending test of frequency monitor now at Bureau of Standards; WENC, Americus Broadcast Co., Americus, Ga., authority to operate unlimited time until Aug. 10 while station WFDW is silent (WFDW is now licensed to operate unlimited time on 1420 kc., but has requested to remain silent until Aug. 15th); WFDW, Alabama Broadcasting Co., Anniston, Ala., authority to remain silent from Aug. 1st to 15th, because frequency monitor cannot be delivered before August 15th, transmitter is being moved and application is being filed to install new crystal oscillator and automatic temperature oven; WBT, Station WBT, Inc., Charlotte, N.C., authority to begin tests with 50 KW, power beginning August 4, 1 to 6 A.M. in order to test capacity of transmitter.

Also, R.C.A. Communications, Inc.: W2XBJ, Rocky Point, N.Y. special authority to operate for period of 10 days on frequencies 7470 and 14940 kc., for equipment tests; Tropical Radio Telegraph Co., Hingham, Mass., C.P., fixed public point-to-point telegraphic service, covering installation of additional high frequency tube transmitter; Lawrence C. F. Horle, Newark, N. J., general experimental C.P., frequencies 51400 and 60000-400000 kc., 10 w.; Police Department, Wichita Falls, Tex., C.P. for police service, 1712 kc., 50 w.; WBEN, WBEN, Inc., portable within 25 miles of WBEN, Martinsville, N.Y., general experimental license, 51400 kc., 10 w.; KGPP, Bureau of Police, Portland, Oreg., license for police service, 2442 kc., 300 w.; KNWD, Aeronautical Radio, Inc.,Bismarck, N. Dak., license aviation point-to-point, aeronautical; frequencies 2668 and



2672 kc., 400 w., also granted aviation aeronautical license, frequencies 2854 and 3005 kc., unlimited; 5377.5 kc., day only, 400 w.; WNW, Tidewater Wireless Telegraph Co., Philadelphia, Pa., modification of C.P. extending commencement date to July 23 and completion date to Oct. 23, 1932; WAL, American Radio News Corp., Carlstadt, N. J., WAK, Tinley Park, Ill., modification of fixed public press licenses to increase power from 10 to 20 kw.; KDG, Press Wireless, Inc., Honolulu, T. H., modification of fixed public press license for additional transoceanic frequency of 20800 kc., for use until December 1, 1932; W3XR, Bell Telephone Laboratories, Inc., Mandham Township, N. J., renewal of special experimental license, frequencies 278, 3415, 5592.5, 5642.5 kc., 10 w. on 278 kc., 400 w. on 3415, 5592.5 and 5642.5 kc.; WPI, Inland Waterways Corporation, Memphis, Tenn., renewal of marine relay license, 163 and 444 kc., 1 kw, and 100 w.; W3XAE and W3XAF, Carleton D. Haigis, Gloucester City, N. J., extension of time to complete Construction of new general experimental station from Aug. 6th to Sept. 5, 1932; KINK, Radiomarine Corporation of America, New York City, authority not to exceed 60 days to operate station aboard vessel "Roanoke", frequencies 375, 425 and 500 kc., 2 kw, spark transmission; WOCC, Mackay Radio & Telegraph Co., San Francisco, granted 60-day authority to operate station aboard vessel "El Segundo", frequency 375 to 500 kc., 500 w.

The Commission also granted licenses for 368 amateur stations of which 193 were new, 127 renewals and 48 modifications.

Action On Examiners' Reports

Don Lee, Inc., San Diego, Calif., granted modification of station license to increase power from 500 w. to 1 kw, sustaining Examiner Ellis A. Yost; Q. C. Taylor, Austin, Tex., application for facilities of KNOW, Austin, Tex., remanded to hearing; KUT, Broadcasting Co., Austin, Texas, renewal of station licenses remanded to hearing.

Miscellaneous

W. H. Allen, Eugene Levy and S. B. Pearce, Alexandria, La., application for facilities of KWEA, Shreveport, La., remanded to docket. Examiner in report on May 12 recommended this application be denied. Application of KWEA for renewal of license was also remanded to docket; WKAV, Laconia Radio Club, Laconia, N. H., temporary license to Sept. 8, 1932.

Set For Hearing

WLEY, The Lexington Air Station, Lexington, Mass., requests C.P. to move transmitter from Lexington to Lowell, Mass.; R. W. and D.P. Lautzenheiser, Prescott, Ariz., requests C.P. 1500 kc., 100 w., unlimited time (facilities of KPJM); W2ZZDT, Charles M. Srebroff, Hollis, Long Island, N. Y., requests portable amateur radio station license to be operated in New York and Connecticut.

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HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING WASHINGTON, D. C.

ISSUED TWICE A WEEK AND CONTAINING THE LATEST INFORMATION REGARDING THE RULINGS OF THE FEDERAL RADIO COMMISSION, RADIO LEGISLATION, DEPARTMENT OF COMMERCE REGULATIONS, CHANGES IN WAVELENGTH, CALL LETTERS AND POWER, PATENTS, EXPORTS, FEDERAL TRADE COMMISSION RULINGS AND OTHER MATTERS OF INTEREST TO BROADCASTERS AND MANUFACTURERS. :: :: CONFIDENTIAL—NOT FOR PUBLICATION. :: ::

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No. 552

RECEIVED
AUG 12 1932
PRESS

SUBSCRIPTION PRICE, $10. PER MONTH. NO CONTRACT REQUIRED.

A.S.C.A.P. TELLS BROADCASTERS TERMS DECIDED UPON FOR NEW COPYRIGHT LICENSES

A complete standstill was reached in all negotations between the American Society of Composers, Authors and Publishers and the broadcasters, when committees failed to reach any agreement. The broadcasters were represented by the National Association of Broadcasters Copyright Committee. It is believed that one last attempt will be made by the broadcasters to solve their difficulties with the composers in another meeting.

In the meantime, the American Society of Composers has declared that the following is the basis upon which the licenses of the Society will be available to any and all broadcasters, effective on September 1, 1932:

FIRST - Following the example set by the Government in the adoption of a tax schedule for broadcasting stations, a downwardly readjusted sustaining fee exactly equal for every station of equal power will be established.

SECOND - As to a station desiring a one-year license, the total charge by the Society will be made up of the fixed amount of the sustaining fee of the station in its class, plus five per cent of the amounts charged by the station to advertisers for the use of its facilities.

THIRD - As to stations desiring a license for a period of three or more years, the charge will be the fixed sustaining fee in the station's class, plus three per cent for the first year, four per cent for the second year - and five per cent for the third year and thereafter - of the amounts charged by the station to advertisers for the use of its facilities.

FOURTH - In the case of network broadcasts, the percentage of amounts charged for the use of the facilities of the entire network are to be paid by the key station.

FIFTH - The sustaining fee is to be paid in equal monthly installments simultaneously with payment of the percentage due the Society in connection with operations during the preceding month.

"The plan we propose substantially reduces the fees to be paid by the small stations - those who derive the least gross revenue from the use of music", E. C. Mills, general manager of the A.S.C.A.P. declared. "In the intermediate class of stations, it should slightly increase the rates; whereas for the largest stations - those which derive the greatest gross revenue from the use of copyrighted music - the rates are very substantially increased. In the case of key stations on networks, the cost is entirely on them in relation to a network broadcast, as to that particular program, for license fees to our Society. Obviously, the result of applying this plan is to greatly increase costs for the key stations of the two networks.

"It is our earnest belief, after more than eight years of experience and contact with all of the broadcasters, that the putting into effect of the above plan will bring into this situation from September 1st stability and security."

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HIGH POWER TO IMPROVE RURAL RADIO RECEPTION

A more equitable radio broadcast service for the 60,000,000 rural residents of the United States is expected to result from the high-power transmissions. Several new 50,000 watt transmitters will be on the air shortly in different parts of the country.

City residents now receive approximately 300 per cent more service than do rural dwellers, according to an investigation recently conducted by the Commission.

High-power transmission in which America has lagged behind other countries since the advent of broadcasting, it was explained, is developing rapidly in the United States, and soon will give the rural listener a fair share of broadcast service for which he pays.

Many rural listeners pay to support broadcasting stations they never hear, while city residents often hear many stations they do little or nothing to support. That is, the country dweller buys merchandise, or produces merchandise, which enables advertisers to pay stations to broadcast high-class entertainment, the rural listener, however, often does not hear the very program he helps pay for, because it is broadcast from a congested city section and never reaches his receiver in the country.

The city listener, on the other hand, may help support one or two stations in his city, yet gets the benefit of hearing programs from many stations in that city, a number of which are supported partly by the rural resident.

There is no question but that metropolitan areas receive a far more adequate service than do sections in less thickly settled country regions. Where the city listener has from 4 to 20 programs to select from, the rural listener has but one or two, and at best three or four.

The economic structure of broadcasting is largely responsible for this. If a station can serve an area of 100 square miles, it is natural for that station to want as many listeners as possible in that area. Thus the station is erected in a thickly populated urban section, where the broadcaster can tell advertisers he reaches so many hundred thousand persons, and thus command higher rates. The same station in a sparsely populated rural area would reach probably less than one-tenth this number of listeners, and finds it hard to contract with advertisers.

The rural listener receives his greatest service from clear channel stations which reach out over the country sections where small stations cannot cover. Thus high-power is the solution to the problem of the rural dweller.

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The Commission recently granted an experimental license for a broadcasting station to operate with power of 500,000 watts. The highest power used by regular United States broadcasters on clear channels is now 50,000 watts.

Radio laboratories are beginning to take notice of what foreign countries are accomplishing with high power, and as a result are realizing the possibilities of high-power transmission in America. There are now several large firms experimenting with power of hundreds of thousands of watts, and these experiments are rapidly advancing toward a stage where they will no longer be tests.

When this stage is reached, and use of high power becomes practicable in the United States, the rural listener will receive a service more commensurate with that now received by the urban resident.

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KSL, SALT LAKE CITY, JOINS COLUMBIA

Station KSL, Salt Lake City, Utah, pioneer broadcaster in the Lake territory, will become a full time outlet of the Columbia Broadcasting System on September 1st, it was announced by William S. Paley, President of the network.

A 50,000-watt ultra-modern transmitter, now under construction for KSL, will be on the air some time between September 15th and October 1st of this year.

Owned and operated by The Radio Service Corporation of Utah, KSL transmits on a frequency of 1130 kilocycles which is an equivalent wavelength of 265.5 meters. Its present power is 5,000 watts.

With completion of its super-power transmitter KSL will be one of the two highest powered broadcasting stations in the far West. With its present 5,000-watt station KSL, during a recent survey, was established as three times as popular with radio listeners as any other station in the territory.

The Columbia Broadcasting System will not only supply KSL the full time network program schedule but will originate several presentations weekly there.

With the addition of KSL, ninety-second link in the Columbia network, plus the increase of this station's power, the Columbia Broadcasting System has the strongest voice in the inter-mountain empire. One of the reasons for wuch a strong signal, according to Earl J. Glade, its managing director, is that of a salt water ground system. KSL is a quarter of a mile from the famous salt beds of the Great Salt Lake and its ground system is anchored to water that carries about 23% in solution. Engineers realized the

advantages of a salt water ground and therefore built the station in such a location.

Although it was previously estimated that Columbia programs would pierce the air in October with an increased energy of 213,500 watts over the preceding year, the addition of KSL boosts this figure to 262,500 watts.

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PORTABLE PUBLIC ADDRESS SYSTEM AVAILABLE

The latest convenience for this year's political campaigners or any other speakers who address meetings where no amplifying facilities are available comes to light in the announcement of the Western Electric Company that there is available a complete public address system so small that it fits into a suitcase and is carried around by hand. This System was designed by Bell Telephone Laboratories. The amplifier in the system has a gain of 71 decibels, enough to magnify the speaker's voice from one to many thousand times its natural loudness according to the surroundings.

The entire equipment, including the case, weighs 70 pounds. The equipment includes the amplifier, a loudspeaker, a control unit and the necessary connections. It operates from the regular alternating current electric power supply.

To make its convenience complete, the miniature public address system is arranged for use with another miniature device developed by the same engineers, the so-called lapel microphone which came into prominence during the broadcasting of the national party conventions at Chicago. When the orator arrives at his indoor or outdoor meeting, all he does is set the case down in a good place, plug in on the electric light line, pin the tiny microphone on his lapel, step up on the platform and commence talking in his ordinary tone. The system can also be used with an electrical reproducer to amplify phonograph records or music or prepared speeches.

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HIGHWAY NAMED FOR WBT

And now a radio station has had a highway named after it. The highway commissions of the States of North Carolina and South Carolina have changed the name of the Nation's Ford road to the WBT Highway - all in honor of the first super-power transmitter constructed in the Carolinas. The newly named road is 17 miles in length and connects two arterial highways.

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NBC NEW AND RENEWAL CONTRACTS

RENEWAL - American Kitchen Products Co.; Agency - Batten, Barton, Durstine & Osborn, 3838 Madison Ave., New York City; Starts - September 7, 1932, Wednesday 10:15-10:30 A.M. EDST; WEAF Network WEEI, WJAR, WTAG, WCSH, WFI, WFBR, WRC, WGY, WBEN, WCAE, WTAM, WWJ, WSAI, KYW, KSD; Program - "Steero Program with Jane Grant, the Cube Cook and Kuznetzoff and Nicolina", gypsy singers with balalaika and guitar accompaniment and cube cookery talk;

RENEWAL - American Tobacco Company; Agency - Lord & Thomas, 247 Park Avenue, New York City; Starts September 10, 1932; Time - Saturday, 10:00-11:00 P.M.; Basic red Network except WTIC (WFI WLS outlets) NW, SE, SC exc. WSM, SW exc. KVOO (outlet WBAP), KOA KSL, Orange, KGU, KFSD, KTAR; Program - "Lucky Strike Hour", guest orchestras with Walter O'Keefe

RENEWAL - American Tobacco Company; Agency - Lord & Thomas; Starts September 27, 1932; Time - Tuesday, 10:00-11:00 P.M. EDST; Basic Red network exc. WTIC (outlets: WFI, WENR); NW, SE, SC exc. WAPI, SW (WBAP) KOA, KSL Orange KTAR, KFSD; Program - "Lucky Strike Hour" - guest orchestras with Walter O'Keefe and police dramatizations.

NEW- National Biscuit Co. (Wheatsworth Crackers), 449 West 14th St., New York City; Agency - Batten, Barton, Durstine & Osborn, 383 Madison Ave., New York City; Starts August 15, 1932 for 13 weeks; Mondays, Wednesday, Friday, 8:15-8:30 A.M.; WJZ Network, New York, Boston, Springfield, Baltimore; Program - "The Wheatsworth Program" - one man program - singing, talking and piano.

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CHINA AND JAPAN STUDY AMERICAN TELEVISION

Both Japan and China have representatives in this country studying American television systems and programs. During the past week Thomas Oeyang, a radio enginner representing the Chinese Government, and Yoshihiko Takata, director and chief engineer of the Broadcasting Corporation of Japan, have spent several nights observing the Columbia Broadcasting System television station, W2XAB.

Oeyang and Takata both expressed amazement at the rapid progress which the science of visual broadcasting has made in this country and were particularly impressed by the clarity of the Columbia pictures.

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MIDGETS REACH PORTUGAL

Midget sets have reached Portugal and are very popular. In fact, they are in greater demand than any type of radio receiver. They cost about $30 or less wholesale. Superheterodyne sets are likewise sought by the Portuguese and seven or more tubes are desired.

In the past, medium wave length sets have outsold short-wave sets at a ratio of about 50 to 1, but recently an increase in short-wave sets is noticeable, The Assistant American Trade Commissioner at Lisbon advises. When satisfactory combination short and medium wave sets with fixed coils are offered at lower prices they will doubtless meet with ready response in Portugal, although medium-wave reception is preferable during the Winter months. Atmospheric conditions from May to October are such that only short-wave programs can be obtained with satisfaction.

Since most of the people living in rural districts where electric current is not supplied are very poor, there is little demand for battery sets, and about 90 per cent of all sets sold are for attachment to the fighting socket. However, as many localities receive direct current there is a market for that type of set.

Broadcasting stations which may be readily received in Portugal with ordinary medium and long wave sets include those in England, France, Germany, Spain, Italy, Czechoslovakia, Morocco, and Algeria. Under reasonably favorable atmospheric conditions, owners of short-wave sets can receive stations in the United States, Soviet Russia, and other foreign countries.

There are no commercial broadcasting stations in Portugal although various semi-professional stations broadcast at regular intervals. These stations must depend upon personal funds for the operation of their stations, because the broadcasting of advertising is not permitted. As a result, the programs are often of indifferent quality and consist largely of phonograph music. A new 20-kilowatt broadcasting station is being erected by the Government near Lisbon at an estimated cost of $64,000. This station, which will be completed within the next six months, will be so constructed that its power may later be increased to 100 kilowatts.

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APPLICATIONS RECEIVED BY RADIO COMMISSION

August 8 - WNBX, The WNBX Broadcasting Corp., Springfield, Vermont, modification of C.P. requesting different transmitter location (local change); Peoples Broadcasting Corp., Jacksonville, Fla., C.P. amended to request 1370 kc., 100 watts, daytime instead of 1200 kc., 100 watts unlimited, still requests the facilities of WMBR, Tampa, Fla.; KWCR, Cedar Rapids Broadcast Co., Cedar Rapids, Iowa, C.P. to make changes in equipment and increase power from 100 watts to 100 watts night, 250 watts day, resubmitted without amendment; WGST, Georgia School of Technology, Atlanta, Ga. (supplement to report dated August 6, 1932) C.P. for change in equipment; increase power from 250 watts night, 500 watts day to 500 watts night, 1 KW day, facilities of WTFI, Athens, Ga.

August 9 - WKAQ, Radio Corporation of Porto Rico, San Juan, Porto Rico, license to cover C.P. granted June 10, 1932, for change in frequency and power from 890 kilocycles, 250 watts, to 1240 kilocycles, 1 KW, and changes in equipment; WJMS, d/b as Johnson Music Store, Ironwood, Michigan, voluntary assignment of license to WJMS, Inc.; The Building Industries Exhibit, Inc., Cincinnati, Ohio, C.P. for a new station on 900 kilocycles, 250 watts, daytime; KRMD, Robert M. Dean, Shreveport, La., voluntary assignment of C.P. granted 4/1/32 to Radio Station KRMD, Inc.; also license to cover C.P. granted 4/1/32 for changes in equipment and increase power from 50 to 100 watts; WISN, Evening Wisconsin Co., Milwaukee, Wis., voluntary assignment of license to American Radio News Corporation; WHO-WOC, Central Broadcasting Co., Inc., Iowa (studio to be determined) T-Mitchellville, Iowa, modification of C.P. issued 5/17/32 to extend the completion date to 2/17/33 for 50 KW station; KTFI, Radio Broadcasting Corp., Twin Falls, Idaho, modification of license to increase power from 500 watts to 500 watts night, 1 KW day, requests facilities of KGKX, Lewiston, Idaho.

Applications Other Than Broadcasting

August 8 - W8XF, WJR, The Goodwill Station, Inc., Pontiac, Mich., modification of C.P. for extension of completion date to 1/25/33, experimental visual broadcasting station; Shortwave & Television Corp.: W1XG, Portable, renewal of experimental visual broadcasting license for 43000-46000, 48500-50300, 60000-80000 kc., 200 watts; W1XAV, Boston, Mass., renewal of experimental visual broadcasting license for 1600-1700 kc., 1 KW; W8XG, Ohio State University, Dept. of Electrical Engineering, Portable in Ohio, renewal of general experimental license for 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310 kc., 200 watts; R.C.A. Communications, Inc. WQH, WER, and WQJ, Rocky Point, N. Y., modification of point-to-point telegraph license for change in transmitter number and primary communication points;. There were also received 75 applications for amateur station licenses.

August 9 - W10XAE, Edwin C. Ewing, Jr., NC-10164, renewal of general experimental license for 60000-400000 kc., 10 watts; The Journal Company: W9XAJ, portable, renewal of general experimental license for 51400 kc., 7½ watts; W9XAI, portable, renewal of

general experimental license for 6000-400000 kc., 7½ watts; KGZF, City of Chanute, Police Dept., Chanute, Kansas, license covering C.P. for 2450 kc., 5 watts, municipal police station; D. H. Mathews, Multanomah Co., Oregon, new C.P. for 51400 kc., 15 watts, aeronautical station; W1OXAF, Larry L. Smith, Portable, license for 2398 kc., 5 watts, general experimental station; Bell Telephone Laboratories: W2XDJ, Ocean Twp., N. J., renewal of special experimental license for 3422.5, 4752.5, 7655, 7565, 7610, 8560, 9170, 9750, 9870, 10550, 10675, 10840, 12840, 13390, 14470, 14590, 15355, 16415, 16270, 17120, 18340, 19220, 19820, 21060, 21420 kc., 25 KW; W2XAV, Portable, Ocean Twp., N. J., renewal of special experimental license for 17310, 18310 plus or minus 3%, 100 watts; W1OXAA, NC-417-H, renewal of special experimental license for 3415, 5592.5, 5642.5 kc., 50 watts. There were also received 64 applications for amateur Station licenses.

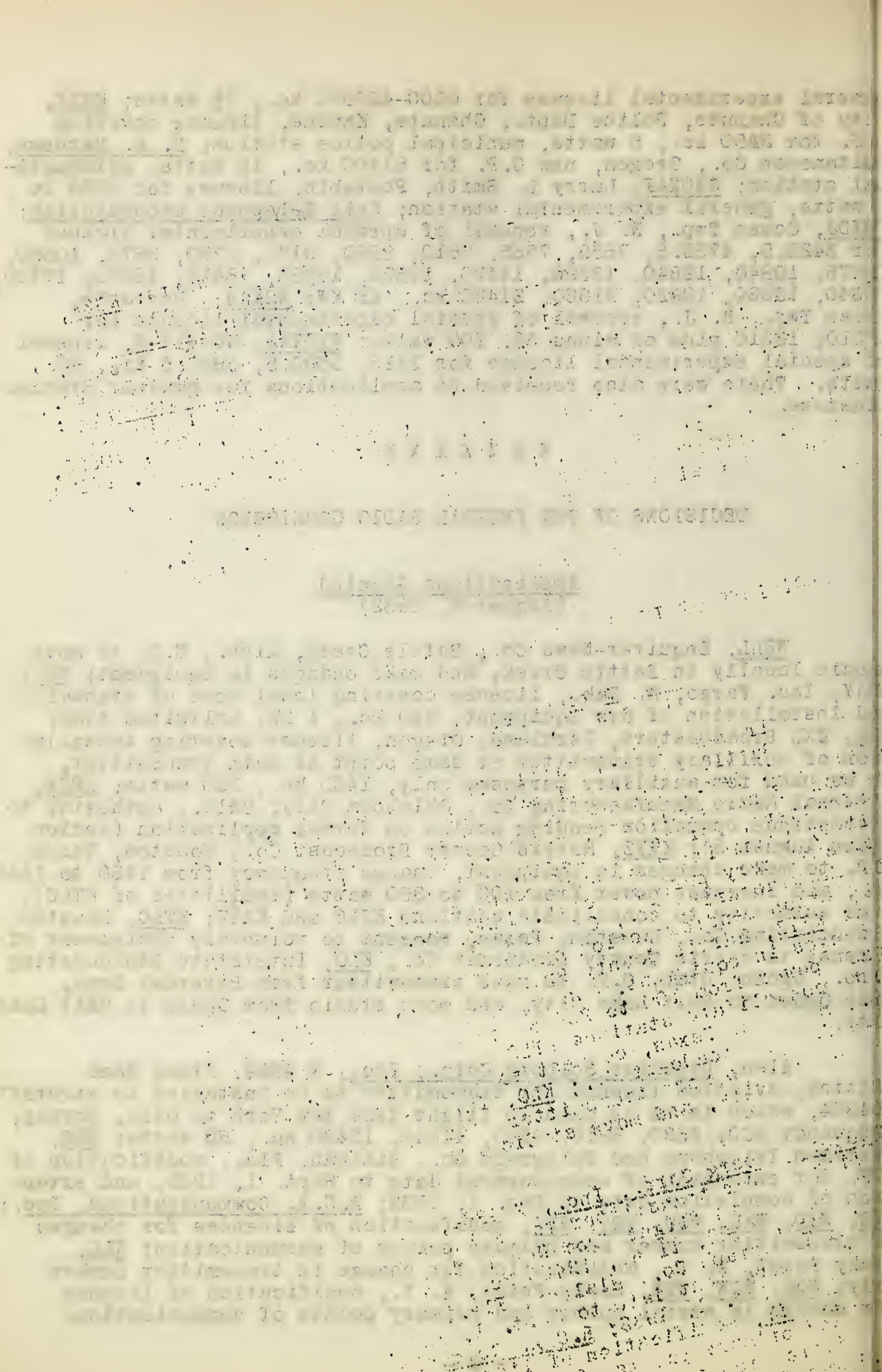
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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted
(August 9, 1932)

WELL, Enquirer-News Co., Battle Creek, Mich., C.P. to move studio locally in Battle Creek, and make changes in equipment; WDAY WDAY, Inc., Fargo, N. Dak., license covering local move of transmitter and installation of new equipment, 940 kc., 1 KW, unlimited time; KXL, KXL Broadcasters, Portland, Oregon, license covering installation of auxiliary transmitter at same point as main transmitter, to be used for auxiliary purposes only, 1420 kc., 100 watts; KFJF, National Radio Manufacturing Co., Oklahoma City, Okla., authority to discontinue operation pending action on formal application (action taken August 5); KXYZ, Harris County Broadcast Co., Houston, Texas, C.P. to make changes in equipment, change frequency from 1420 to 1440 kc., and increase power from 100 to 250 watts (facilities of KTLC); also authority to consolidate stations KTLC and KXYZ; KTLC, Houston Broadcasting Co., Houston, Texas, consent to voluntary assignment of license to Harris County Broadcast Co.; KLO, Interstate Broadcasting Corp., Ogden, Utah, C.P. to move transmitter from Riverdal Road, near Ogden to Salt Lake City, and move studio from Ogden to Salt Lake City.

Also, Drescher Solberg Corp., Inc., X 4864, Plane Enna Jettick, aviation license for transmitter to be installed in aircraft X 4864, which is to be used in flight from New York to Oslo, Norway, frequency 500, 5520, 6210, 8280, 11040, 12420 kc., 50 watts; WNC, American Telephone and Telegraph Co., Hialeah, Fla., modification of C.P. for extension of commencement date to Sept. 1, 1932, and extension of completion date to Dec. 1, 1932; R.C.A. Communications, Inc.: WQC, WQD, WKL, WQU, WET, WIY, modification of licenses for changes in transmitter number and primary points of communication; WLL, Rocky Point, N. Y., modification for change in transmitter number only; WQO, WQW, WEX, Rocky Point, N. Y., modification of license for change in serial number and primary points of communication.



Also, KDG, Press Wireless, Inc., Honolulu, T. H., modification of license for additional frequency 15910 kc.; KEXN, Radiomarine Corp. of America, aboard vessel "Lara", authority to operate for period not exceeding 60 days, frequency 125 to 500 kc., 750 watts; WIEK, Atlantic Broadcasting Corp., New York City, authority to operate station WIEK on 1542 kc., 50 watts, August 5 to 19 inclusive, aboard airplane NC-7563 in connection with broadcast of Womens endurance flights.

The following stations were granted suspension of working of Rule 145 to Sept. 1, 1932:

KOY, Phoenix, Ariz.; WOWO, Ft. Wayne, Ind.; WGL, Ft. Wayne, Ind.; WBBC, Brooklyn, N. Y.; WODA, Paterson, N. J.; WPHR, Petersburg, Va.; KRMD, Shreveport, La.; KXA, Seattle, Wash.; WJAK, Elkhart, Ind.; WKBN, Youngstown, Ohio; KRGV, Harlingen, Texas; WMCA, New York City; WLBL, Stevens Point, Wis.; KGBX, St. Joseph, Mo.; WIBA, Madison, Wis.; KICK, Red Oak, Ia.; WGAL, Lancaster, Pa.; WMBG, Brooklyn, N. Y.; WHBL, Sheboygan, Wis.; WAAW, Omaha, Neb.; WCRW, Chicago, Ill.; WDEL, Wilmington, Del.; WILM, Wilmington, WDAS, Philadelphia,; WOAI, San Antonio, Tex.; WFAA, Dallas, Texas; WMIL, Brooklyn, N. Y.; WJSV, Alexandria, Va.; KWCR, Cedar Rapids, Ia. WEHS, Cicero, Ill.; WKBI, Cicero, Ill.; WHFC, Cicero, Ill.; WSBC, Chicago; KGCU, Mandan, N. Dak.; KFI, Los Angeles, KFVS, Cape Girardeau, Mo.; KMPC, Beverly Hills, Cal.; WSUI, Iowa City, Ia.; WCAJ, Lincoln, Neb.; KFXF, Denver, Colo.; KVL, Seattle, KSOO Sioux Falls, S. D.; WHA, Madison, Wis.; KPPC, Pasadena, Cal.; KMTR, Los Angeles, WBEN, Buffalo, N. Y.; WJKS, Gary, Ind.; WIBU Poynette, Wis.; WTAR-WPOR, Norfolk, Va.; WEVD, New York; WHBQ, Memphis, Tenn.; KFYR, Bismarch, N. D.; WEEU, Reading, Pa.; WORC, Worcester, Mass.; WQBC, Vicksburg, Miss.; WPFB, Hattiesburg, Miss.; WRAW, Reading, Pa.; KFOR, Lincoln, Neb.; KFLV, Rockford, Ill.; WGH, Newport News, Va.; WQDM, St. Albans, Vt.; KFBD, Los Angeles; KDLR, Devils Lake, N. D.; KTAT, Fort Worth, Tex., WSVS, Buffalo, N.Y.; KPJM, Prescott, Ariz.; WFCX, Brooklyn, N. Y.; WQDX, Thomasville, Ga.; WIL, St. Louis, Mo.; WRR, Dallas, Texas.

Set For Hearing

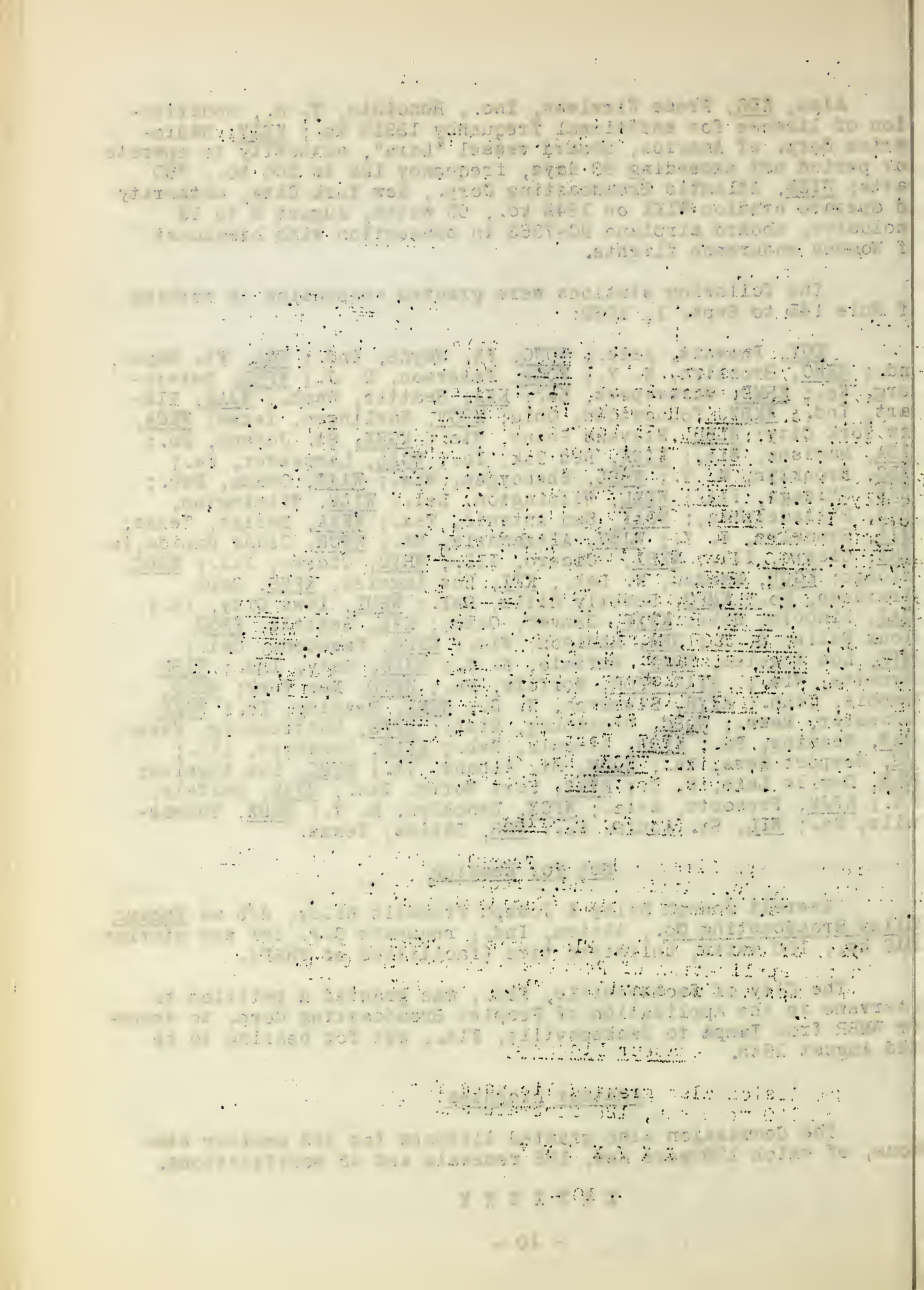
Everett Joseph Riley & Joseph Franklin Riley, d/b as Wabash Valley Broadcasting Co., Attien, Ind., requests C.P. for new station 1210 kc., 100 watts, unlimited time (facilities of WHBF).

The City of Jacksonville, Fla., was granted a petition to intervene in the application of Peoples Broadcasting Corp. to transfer WMBR from Tampa to Jacksonville, Fla., set for hearing to be held August 15th.

Amateur Licenses

The Commission also granted licenses for 343 amateur stations, of which 170 were new, 128 renewals and 45 modifications.

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HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING WASHINGTON, D. C.

ISSUED TWICE A WEEK AND CONTAINING THE LATEST INFORMATION REGARDING THE RULINGS OF THE FEDERAL RADIO COMMISSION, RADIO LEGISLATION, DEPARTMENT OF COMMERCE REGULATIONS, CHANGES IN WAVELENGTH, CALL LETTERS AND POWER, PATENTS, EXPORTS, FEDERAL TRADE COMMISSION RULINGS AND OTHER MATTERS OF INTEREST TO BROADCASTERS AND MANUFACTURERS. :: :: **CONFIDENTIAL—NOT FOR PUBLICATION.** :: ::

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No. 553

RECEIVED
AUG 16 1932
PRESS

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AUG 16 1932
G. W. JOHNSTONE

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PRESS WANTS REPRESENTATIVE IN MADRID

Despite strong protests from newspaper and press association executives in this country and warning from American correspondents in Europe, the three American delegates, named August 4 by President Hoover to the impending International Telegraph and Radio-Telegraph Conference at Madrid, do not include any representative of press interests, nor especially concerned with questions of censorship, priority for press messages or transmission costs, all of which are prominent on the conference agenda, Editor and Publisher protests.

"Barring illness or death, there will be no change in the American personnel, it was learned at the State Department this week", the story continued. "The delegates are Commissioner Eugene O. Sykes of the Federal Radio Commission; Dr. Charles B. Jolliffe, Chief Engineer of the Radio Commission, and Walter Lichtenstein, Executive Secretary of the First National Bank of Chicago.

"Considerable criticism has been expressed by newspaper publishers and press association officials over these appointments, based on the feeling that the delegates would not have a sufficiently militant point of view on matters in which the American press has a vital interest. Censorship is the main question, several proposals with strong and sharp teeth against the transmission of 'unfavorable' news having already been put forward by European and Asiatic powers. These were outlined in "Editor & Publisher" of May 14, 1932, and were also the subject of a resolution adopted at the April convention of the American Newspaper Publishers' Association. The vital interest which the press has in this matter was placed before the State Department early, but departmental precedent prevailed in the selection of the American representatives.

"The three American delegates were approved ultimately by the President, but were chosen by Under-Secretary of State William H. Castle, Jr., on the principle that they be technical men and representatives of the public at large, rather than of special groups, such as the press or other large users of radio facilities.

"The State Department does not feel that there has been any discrimination against the press in this selection, Mr. Castle declared. "In fact, he stated, the delegates have been given definite instructions on matters concerning the press and particularly the censorship phase.

"'I can say without hesitation that the American delegation will fight to the limit against attempts to increase the censorship provisions of the convention to be adopted at Madrid beyond those in the Washington convention of 1929', Mr. Castle said. 'We even thought that went too far.'

"The Washington convention provided that:

"'Each government reserves the right to suspend international radio communication service for an indefinite period, if deemed necessary either generally or only for certain connections and/or for certain kinds of radio communication, provided that it shall immediately so advise each of the other contracting governments through the intermediary of the International Bureau of the Telegraph Union.'

"The potentialities which lie in the proposals scheduled to come before the Madrid converence are fraught with greater dangers than gencrally realized. According to officials who have studied closely the latest texts deposited at the headquarters of the Telegraph Union at Berne, Switzerland (these are still held confidential) the proposals would 'authorize governments to limit, prohibit or withhold telegrams dangerous to the security of the State, contrary to the laws or its public order and morality", on the questionably liberal condition that "the station of origin be notified, except in those cases where such notification would be contrary to public interest.'

"A Japanese amendment would even remove the obligation to notify the sender that his message has been censored or destroyed. The Austrians, Czecho-Slovaks, and even Chinese (who, as a struggling nation have profited more than any other country in recent years through the intervention of a liberal press) propose that 'telegrams which might be regarded damaging to the economic interests of a state' could be suppressed on the ground that despite the fact that they did not threaten a nation's security, they might, nevertheless, cause untold material suffering and damage its reputation.

"The effect of such an international agreement can more easily be pictured by American correspondents working abroad than by editors and publishers at home. At the present moment it is difficult enough to present true pictures and transmit legitimate news from many European countries. From Roumania one finds it well nigh impossible to cable interesting sidelights on the social activities of the picturesque King Carol; King Alexander of Jugoslavia, Premier Mussolini of Italy and General Pilsudski are likewise extremely touchy as to what is said either about their personal or political activities or the institutions they have built up.

"The 'backstairs' supervision of foreign news from such countries as France, Spain, Portugal and even Great Britain is too well known to need reviewing. Senator Louis de Brouckere, Belgian statesman, who is always fighting the implications of the Polish scheme for 'moral disarmament' at the Geneva conference, told a few plain truths when he denounced the official Press Bureaus, abolition of which he demands, on the grounds that they are merely governmental or party propaganda machines rather than information services. There is scarcely a country in Europe - not excluding Great Britain - which does not make use of its official press agents in coloring news of national interest. The adoption of the proposals before the Madrid conference would clothe these bureaus, which are often manned by inferior officials, with enormous powers for good or evil.

"It is not too late for President Hoover to add two capable press advisors to the Madrid delegation. It should be done.

"The present trend, in Europe at least, which is significant, can be summed up in a semi-official report which has gone to the United States Government. It says:

"'To tell the truth, Europe at the present time, is an insatiable octupus of censorship with every little Balkan country boasting a full-fledged press bureau dueling with every other neighboring nation - over the wires, through the air and through the controlled or censored press.'"

"Mr. Castle said he had advised representatives of the press associations to confer with Mr. Lichensteain before he sailed for Madrid so that he would be conversant with the needs of newspaper interests. He said he was personally acquainted with Mr. Lichenstein, a classmate in college, and knew he possessed an unusually broad viewpoint. Both Mr. Castle and Commissioner Sykes said the American press need have no fear that its interests would not be well represented.

"Mr. Lichtenstein, while a banker, is not regarded in Washington as a representative of the banking interests, which also are large users of the radio. In fact, the bankers brought great pressure to bear for appointment of a New York man, who was turned down because he was regarded as a representative of special interests.

"The American delegation is expected by the Washington newspapermen to be stubborn rather than aggressive in its resistance to attempts by foreign nations to include stringent censorship provisions in the convention. It is not looked upon as especially weak, but as a group not so militant as it might be.

"Editor and Publisher is informed that the delegation would have had a different composition, probably more satisfactory to the press, except for two conditions - the Presidential campaign and Congressional economy.

"Leadership of the delegation would have been in the hands of Mr. Castle, except for the campaign. He is an old friend of the President and it is understood that he is remaining in Washington at Mr. Hoover's request.

"The small size of the American group and to a large extent, its personnel, can be attributed to the economy drive. The State Department had asked for $120,000 for expenses of the American delegation and staff, but Congress cut this to $80,000, and limited the expense of each delegate and staff member to $6 per day.

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SCHOOLS USING ONLY ONE-THIRD ASSIGNED RADIO TIME

Educational institutions operating broadcasting stations are actually using only about one-third of the time allocated to them by the Federal Radio Commission.

Sponsors of the movement for "more education by radio", can not yet show that educational interests are using the facilitie already assigned to them, it was revealed. Commission records show that commercial stations offer a far greater total of educational programs than do stations licensed to educational institutions.

"Available facilities for radio broadcasting are so limited the public interest requires that each assignment be utilized to its utmost capacity, and the Commission has no choice in the matter", said a Commission official. "But even if the Radio Act did not so require, ordinary fairness and plain justice dictate that educators make full use of the facilities they already have assigned to them before demanding more.

"That the Commission is now and always has been sincerely interested in and sympathetic with education is evidenced by the growth in the number of hours per week devoted to educational broadcasts since the Commission became the licensing authority from almost nothing to approximately 3,457 out of the total 33,784 hours used by commercial stations in the United States as of January, 1931, this being better than 10 per cent of the total time used by such stations.

"While the percentage of total time used by educational stations devoted to educational broadcasts is somewhat less (7.74 per cent) than that of commercial stations, together they average about 10 per cent of the total time used. Since these figures were compiled, there has been some evidence of further increase in the number of hours devoted to educational broadcasts by the stations in the United States, and a definite tendency to continue in this direction is apparent.

"It appears, therefore, that education is fairly represented in hours per week devoted to its cause by stations all over the United States at the present time, and that looking into the future, this growth may be expected to continue. With all of the stations of the United States devoting at present 10 per cent or better of their total time to educational broadcasts, and a very real possibility of this percentage increasing, the public will be much better served than it can possibly be by confining education exclusively to a percentage of the whole number of existing stations."

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IMPROVED CONDITIONS IN THE ARGENTINE RADIO MARKET

The importation and consumption of radio receiving sets and equipment in Argentina, during the past 18 months, has shown a marked increase, even in the face of existing market conditions which have affected the importation of other classes of goods. Furthermore, it is the expressed opinion of those familiar with the situation that the market will continue strong for some time. Exports of radio apparatus from the United States to Argentina in 1931 were valued at $3,420,880, of which radio receiving sets accounted for $1,710,757. Shipments of tubes amounted to $318,734. Exports of radio receiving sets to that country during 1930 were worth $1,226,022.

The general quality of broadcasting has shown some change, although as far as the class of program is concerned, developments have not been so encouraging. The Associacion Pro Fomento de Radio, organized especially to help improve the class of local programs, recently discontinued its efforts and the effect was noticed at once.

In the technical field there has been a more marked advancement. Several broadcasting stations have added to and perfected existing equipment. Engineers have been sent abroad to study foreign methods and have returned to incorporate modern improvements in their respective stations. Two local stations have installed complete new equipment, one using equipment of British manufacture and the other Telefunken apparatus.

Musical programs are still much of the phonograph record variety and local taste runs to tangos, rancheros, and American fox trots, named in accordance to their respective popularity. The programs of the Colon Theater, transmitted over L.S.I. continue to be the major attraction and during opera season radio interest is high.

The Direccion de Correos y Telegrafos continues to exercise close supervision over all forms of broadcasting and there are frequent station suspensions for infringement of rules and regulations.

Owing to the increased rate of duty on receiving sets, a thriving industry has sprung up during the past few months producing such items as coils, dials, chassis, frames, sockets, etc., with experimentation on several other parts. How successful this will prove to be is still problematical but these items can be produced very cheaply and may eventually supplant imported articles.

The second phase of this industry is the local assembly of sets. Many of the leading firms are importing, as component parts, receiving sets completely knocked down and assembling in their own shops. In this way manufacturers can so condense packing to reduce both freight charges and the gross weight, which is an important item in calculating the duty. Foreign manufacture

who have held out against this development are slowly losing ground, and distributors handling these lines are looking around for new representations.

Another point of comment is the domestic production of cabinets. A good grade of wooden cabinet is available at reasonable prices, and importers are finding it profitable to import only the chassis without cabinet or tubes. As a result of the trend pointed out, there has sprung up a good market for American manufacturers of component parts, who are not necessarily builders of complete radio sets.

The Argentine market has witnessed several major changes during the past few months that are very important. Chief among them was the increases in duty of last August which has changed the industry considerably. Heretofore, duty was collected on an ad valorem basis, figured according to the number of tubes to the set. Now it is calculated at a flat rate per kilo weight. This has placed a premium on the heavier type of apparatus. At present. the only classes of receivers being imported into the country in any volume are the light four and five tube sets, and component parts for local assembly.

A second major development is the local manufacturing of parts and the tendency toward local assembly.

Argentina has noted the rapid developments in perfecting, receiving equipment and is satisfied with a small, cheap midget set that can be discarded after a short while for a newer more highly perfected machine. This fact has favored the American manufacturer and has tended to gradually eliminate theEuropean producer from the market. The more costly European receiver no longer meets with the favor of years past.

European tubes, however, are still a very important factor in the market. It is estimated that Philips, a Netherlands concern, and an American manufacturer secure about 80 per cent of the entire business, with the remainder scattered over a dozen or more manufacturers. The Marconi tube has gained favor in late months.

American exporters of radio receiving apparatus who desire to continue in the Argentine market, or who are shipping equipment for the first time, should take careful note of packing instructions. Duty which is now charged on the gross weight, includes only the first wrapping, and care should be exercised to reduce the weight to a minimum.

The cheapest radio set found in the market at present is the Philips Baby set, retailing at 135 paper pesos. (The paper peso, at present rate of exchange, equals $0.35.) The dealer discount is 40, 40 and 10 per cent. The cheapest American four-tube set retails at around 175 paper pesos with similar dealer discounts. Most of the retail business is on the installment system.

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APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

August 11 - WFAS, Westchester Broadcasting Corp., White Plains, N. Y., license to cover C.P. issued April 29, 1932, for change in location of transmitter and studio from Greenville, N.Y., and Yonkers, N.Y., respectively, to White Plains, N.Y., and changes in equipment; KVOO, Southwestern Sales Corporation, Tulsa, Okla., extend completion date of C.P. for 25 kw., power to December 17,1932; WMC, Memphis Commercial Appeal, Memphis, Tenn., license to cover C.P. April 12, 1932, for auxiliary transmitter; Station WBT, Charlotte, N.C., license to cover C.P. issued Nov. 17, 1931, for 25 kw power; Intermountain Broadcasting Corp., Ogden, Utah, C.P. for new station to use 1400 kc., 500 w., unlimited hours, facilities of KLO, Ogden, Utah; KGIX, J. M. Heaton, Las Vegas, Nevada, C.P. for changes in equipment.

Applications Other Than Broadcasting

August 11, 1932 - Pan-American Airways, Inc.; NC-752-V, new license for aircraft, 333, 500, 1708, 2870, 3082.5, 5405, 5692.5, 8220, 12330, 16440 kc., 12 wats; KOS, Press Wireless, Inc., Honolulu, T. H., license covering C.P. for 7340, 7355, 7820, 7850, 8810, 10010, 15580, 15610, 15640, 15670, 15730, 15700, 15850, 15880, 15910, 18560, 20800, 16255, 17440, 14635 kc., 1 KW, point-to-point telegraph station; WJEP, Stromberg-Carlson Telephone Mfg. Co., Rochester, N.Y., C.P. and license for 2342 kc., 10 watts, temporary broadcast pickup station; W3XS, Philadelphia Storage Battery Co., Philadelphia, Pa., license covering C.P. for 8650, 17300 kc., 1500 watts, general experimental station; KTK, Globe Wireless, Ltd., Mussel Rock, Calif., C.P. to install new equipment for 3105, 5520, 6210, 8280, 11040, 12420, 16560, 22080, 3120, 6400, 8680, 11280, 12495, 16740, 21650 kc. 1500 watts, coastal telegraph station; W1XI, John Hays Hammond, Jr., Gloucester, Mass., renewal of general experimental license for 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310 kc., 500 watts. There were also received 337 applications for amateur station licenses.

August 12 - KGPW, Salt Lake City Police Dept., Salt Lake City, Utah, license covering C.P. for 2470 kc., 100 watts, municipal police station; W6XU, Radiomarine Corp. of America, San Francisco, Calif., renewal of special experimental license for 153, 157, 160, 400, 410, 454, 468, 5525, 6200, 8290, 8330, 11055, 12375, 16580 kc., 10 KW; KGUR, Aeronautical Radio, Inc., Burbank, Calif., modification of C.P. for extension of commencement date to 60 days after 8/11/32 and completion date to 11/11/32, aeronautical and aeronautical point-to-point stations; WHD, New York Times Company, New York, N. Y., C.P. for additional equipment, 6450, 8560, 11355, 16720, 22250 kc., 1 KW. Mobile press station; there were also received 132 applications for amateur station licenses.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted
(August 12, 1932)

WSM, National Life & Accident Insurance Co., Inc., Nashville, Tenn., license to cover C.P., 650 kc., 50 KW, unlimited; Detroit Gold Cup Committee, Inc., Grosse Pointe Farms, Mich. (2 applications) C.P., temporary (private) point-to-point telephone, 2398 kc., 15 watts, A1 and A3 emission, for use only August 31 to Sept. 10, 1932;

Also, KGTF, Aeronautical Radio, Inc., San Diego, Calif., extension of commencement date of C.P. to 7/18/32 and extension of completion date of C.P. to 10/18/32; K7XD, Telephone Bond & Share Co. Ketchikan, Alaska, extension of completion date from 8/18/32 to 8/18/3 American Radio News Corp.: WAI, Atlanta, Ga., extension of commencement date to 9/30/32 and extension of completion date to 3/15/33; KGRU, Denver, Colo., extension of commencement date of C.P. to Oct. 3, 1932, and completion date to April 1, 1933; R.C.A. Communications, Inc.: WDC, Rocky Point, N. Y., modified license, primary points of communication: Paramaribo, Curacao; WEC, Rocky Point, N. Y., modified license, primary points of communication: Prague, Hamburg and Amsterdam; WQQ, and WQS, Rocky Point, N. Y., modified licenses, primary points of communication: Prague and Hamburg; WRL, Radiomarine Corp. of America, Duluth, Minn., Duluth, modified license (marine relay), hours of operation: 8 A.M. to 8 P.M., EST, daily, plus such additional hours as occasional local traffic conditions necessitate; W1XAK, Westinghouse Electric & Manufacturing Co., Chicopee Falls, Mass., renewal of license, (experimental), 990 kc., 50 kw., A3 emission.

Also, W6XN, Transpacific Communication Co., Ltd., Dixon, Cal., renewal of license (experimental special exp.) frequencies 7565, 7610, 10840, 15355, 15415, 21060 kc., power 20 KW, emission A1, A2, A3 and special high quality telephony; KWW, Joseph T. Bauer, 6 miles south of Chicagoff, Alaska, renewal of license, frequency 178 kc., power 150 watts, emission A2, to communicate with Sitka and Juneau, Alaska; W8XO, The Crosley Radio Corp., Cincinnati, Ohio, extension of commencement date of C.P. from August 7 to Sept. 7, 1932; KPJM, Scott & Sturm, Prescott, Arizona, authority to operate station to Sept. 15, pending action on application for assignment of license; KGDY, The Voice of South Dakota, Huron, S. D., authority to remain silent for 10 days to reconstruct antenna system.

Also, Pan American Airways, Inc.; NC-752-V, authority to operate radio transmitter aboard airplane, frequencies 2870, 3082.5, 5692.5, 8220, 12330, 16440 kc., unlimited power, 10 watts, emission A1; KGZB, City of Houston, Houston, Texas, authority to change description of equipment: RCA-ET-3670, power 100 watts; KUJ, KUJ, Inc., Walla Walla, Wash., authority to operate from 7:00 P.M. to 9:30 P.M., PST, August 16, 1932; WSYB, Philip Weiss, trading as Philip Weiss Music Co., Rutland, Vt., extension of completion date of C.P. from August 28, 1932 to Sept. 28, 1932.

The Commission granted the following applications for renewal of broadcast station licenses:

WAAF, Drovers Journal Publishing Co., Chicago, Ill.; WBEN, WBEN, Inc., Buffalo, N. Y.; WBEN (Auxiliary) WBEN, Inc., Buffalo, N. Y.; WBSC, Broadcasting Service Organization, Inc., Needham, Mass.; WCAC, Connecticut Agricultural College, Storrs, Conn.; WCAJ, Nebraska Wesleyan University, Lincoln, Nebr.; WCAO, The Monumental Radio Co., Baltimore, Md.; WDAF, The Kansas City Star Co., Kansas City, Mo.; WEAN, Shepard Broadcasting Service, Inc., Providence, R. I.; WEAO, Ohio State University, Columbus, Ohio; WEEI, The Edison Electric Illuminating Co., of Boston, Boston, Mass.; WGBI, Scranton Broadcasters, Inc., Scranton, Pa.; WGR, Buffalo Broadcasting Corp., Buffalo, N. Y.; WICC, The Bridgeport Broadcasting Station, Inc., Bridgeport, Conn.; WJAR, The Outlet Co., Providence, R. I.; WJAY, Cleveland Radio Broadcasting Corp., Cleveland, Ohio.; WKBN, WKBN Broadcasting Corp., Youngstown, Ohio; WKY, WKY Radiophone Co., Oklahoma City, Okla.

Also, WKZO, WKZO, Inc., Kalamazoo, Mich.; WLBZ, Maine Broadcasting Co., Inc., Bangor, Maine; WLIT, Lit Brothers Broadcasting System, Inc., Philadelphia, Pa.; WMAL, M. A. Leese Radio Corp., Washington, D. C.; WMMN, Holt Rowe Broadcasting Co., Fairmont, W. Va.; WOBU, WOBU, Inc., Charleston, W. Va.; WOW, Woodmen of the World Life Insurance Association, Omaha, Neb.; WQAM, Miami Broadcasting Co., Miami, Fla.; WQAM (Auxiliary); WQAN, E. J. Lynett (Prop. The Scranton Times), Scranton, Pa.; WREC-WOAN, WREC, Inc., Memphis, Tenn.; WSAZ, WSAZ, Inc., Huntington, W. Va.; WSUI, State University of Iowa, Iowa City, Iowa; WTAR-WPOR, WTAR Radio Corp., Norfolk, Va.; WTMJ, The Journal Co., Milwaukee, Wis.; WTJ, The Evening News Association, Inc., Detroit, Mich.; KFDY, South Dakota State College, Brookings, S. D.; KFEL, Eugene P. O'Fallon, Inc., Denver, Colo.; KFRC, Don Lee, Inc., San Francisco, Calif.; KFUO, Evangelical Lutheran Synod of Missouri, Ohio and other States, Clayton, Mo.; KFXF, Colorado Radio Corp., Denver, Colo.; KFYR, Meyer Broadcasting Co., Bismarck, N. D.

Also, KGKO, Wichita Falls Broadcasting Co., Wichita Falls, Texas; KGW, Oregonian Publishing Co., Portland, Oregon; KHJ, Don Lee, Inc., Los Angeles, Calif.; KHQ, Louis Wasmer, Inc., Spokane, Wash.; KLX, The Tribune Publishing Co., Oakland, Calif.; KLZ, The Reynolds Radio Co., Inc., Denver, Colo.; KMTR, KMTR Radio Corp., Los Angeles, Calif.; KOAC, Oregon State Agricultural College, Corvallis, Oregon; KOMO, Fisher's Blend Station, Inc., Seattle, Wash.; KPOF, Pillar of Fire, Denver, Colo.; KPRC, Houston Printing Co., Houston, Texas; KSAC, Kansas State College of Agriculture and AppliedScience, Manhattan, Kans.; KSD, The Pulitzer Publishing Co., St. Louis, Mo.; KSEI, Radio Service Corp., Pocatello, Idaho; KTAR, KTAR Broadcasting Co., Phoenix, Ariz.; KVI, Puget Sound Broadcasting Co., Inc., Tacoma, Wash.

Set For Hearing

John E. McGoff, Ralph M. Sutcliffe, and Julius Schaffer, Newport, R. I., requests C.P. for new station, 1280 kc., 250 watts, 8 hours per day; KNOW, KUT Broadcasting Co., Austin, Texas, C.P. to install new transmitter (maximum rated power 100 watts); KMLB, Liner's Broadcasting Station, Inc., Monroe, La., modification of license to change frequency from 1200 kc., to 1310 kc., (facilities of KRMD); WCGU, United States Broadcasting Corp., Brooklyn, N. Y., application for C.P. to move transmitter from Brooklyn to Long Island City because of protest of Station at Long Island City.

Ratification Of Acts Of Commissioners

KERJ, Radiomarine Corp. of America, New York, N. Y., authority granted for period not to exceed 60 days to operate Station KERJ aboard vessel "Diamond Head" as first and third class, auxiliary transmitter Type ET-3650, power 50 watts, emission A2, frequency range 375 to 500 kc.; WSM, National Life & Accident Insurance Co., Nashville, Tenn., authorized to conduct program tests for an additional period of 10 days pending action on license application; WCOH, Westchester Broadcasting Corp., Yonkers, N. Y., authorized to remain silent from 3 P.M. to 5 P.M., Wednesday, August 10 and Thursday Aug. 11, 1932; KVOO and WAPI, Southwestern Sales Corp , Tulsa, Okla., and WAPI Broadcasting Corp., Birmingham, Ala., authorized to operate radio stations KVOO and WAPI simultaneously August 11, 1932, between 8 and 9 P.M. CST with power of 1000 watts.

Miscellaneous

The following applications were dismissed at the request of the applicants: F. N. Blake Realty Co., Dracut, Mass., C.P. for new station, 680 kc., 250 w., daytime only; J. E. Richards, Greenville, S. C., C.P. for new station, 590 kc., 250 w., 500 w. LS, unlimited.

Action On Examiners' Reports

WCSH, Congress Square Hotel Co., Portland, Me., denied modification of license to increase power from 1 KW to 5 KW, sustaining Examiner Elmer W. Pratt; same for KOIN, KOIN, Inc., Portland, Oreg., WDAY, WDAY, Inc., Fargo, N. D.; WFIW, WFIW, Inc., Hopkinsville, Ky.

Commissioner Lafount dissented from the majority in the above cases and filed a minority opinion

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Baton Rouge Broadcasting Co., Baton Rouge, La., denied application for C.P. for new station to operate on 1450 kc., 500 watts night 1 KW LS to share with KTBS; KTBS, Tri State Broadcasting System, Inc., Shreveport, La., renewal of license 1450 kc., 1 KW, sustaining Chief Examiner Ellis A. Yost (granted).

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REP. EWIN DAVIS DEFEATED IN TENNESSEE PRIMARIES

Unofficial returns show that Rep. Ewin L. Davis, of Tullahoma, Tenn. was defeated in the State primaries by Rep. Ridley Mitchell, by a majority of some 1500 votes. A reapportionment of the House cost Representative Davis his seat. The fourth Tennessee district, represented by Mitchell, and the fifth district, which Davis has represented since 1919, were combined under the redistricting required by reapportionment.

Representative Davis is chairman of the House Merchant Marine, Radio and Fisheries Committee . It is likely that his successor to the chairmanship will be Rep. Schuyler Otis Bland, of Virginia, ranking Democratic member, should the Democrats retain control of the House. Should Rep. Bland decline the post, Rep. Clay Stone Briggs, of Texas, would be next in line. In the event the Republicans regain House control, Rep. Frederick R. Lehlbach, of New Jersey, would receive the chairmanship.

With the legislative passing of Rep. Davis, which will occur next March 4, if Rep. Mitchell's lead is sustained, the House will have no member outstanding in general radio legislation. However, Rep. Davis, according to Tennessee reports, is contesting the election returns.

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A.S.C.A.P.-BROADCASTERS COMMITTEES TO MEET AGAIN

The date tentatively set for another meeting between the committees representing the American Society of Composers and the broadcasting interests in the fight over license fees for the performance of copyrighted music is August 23. One last attempt will be made by these committees to iron out the difficulties between them, before the ASCAP goes ahead with its plan to deal with stations individually.

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NEW RADIO COMMISSIONER STILL UNNAMED

Although nothing definite is known, the general impression seems to be that President Hoover will not name the successor to Gen. Charles McK. Saltzman, on the Federal Radio Commission until after the former's return to Washington from his fishing trip to the lower Chesapeake Bay.

The names of William S. Hedges, Station WMAQ, Chicago; Carl Ferguson, Shenandoah, Ia.; James W. Baldwin, secretary, Federal Radio Commission; and Robert D. Heinl, radio news writer, are still among those most frequently mentioned.

Mr. Hedges is understood to have the endorsement of the National Broadcasting Company; Mr. Ferguson- Senator Dickinson and Henry Field, Republican candidate for Senator, Iowa, and the Columbia Broadcasting System; Mr. Baldwin, Senator Robinson, of Indiana; and Mr. Heinl, Everett Sanders, chairman of the Republican National Committee.

-Florence V. Kaiser.

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HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING WASHINGTON, D. C.

ISSUED TWICE A WEEK AND CONTAINING THE LATEST INFORMATION REGARDING THE RULINGS OF THE FEDERAL RADIO COMMISSION, RADIO LEGISLATION, DEPARTMENT OF COMMERCE REGULATIONS, CHANGES IN WAVELENGTH, CALL LETTERS AND POWER, PATENTS, EXPORTS, FEDERAL TRADE COMMISSION RULINGS AND OTHER MATTERS OF INTEREST TO BROADCASTERS AND MANUFACTURERS. :: :: CONFIDENTIAL—NOT FOR PUBLICATION. :: ::

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No. 554

RADIO COMMISSION FIELD PERSONNEL REDUCED

Economy reduction of the Federal Radio Commission's field force was begun by dismissal of seven employes of the Grand Island, Nebr. monitoring station.

Four employes, whose salaries total $9,220, will stop work August 31, while three others, whose salaries total $5,040 will be discharged at a later date.

As a further economy measure, the Commission has decided not to operate radio test cars for broadcasting stations during the remainder of August and the month of September.

The Commission must reduce its field force expenses by $35,000, and this is the first step in this economy. It is expected that at a later date about 15 more persons will have to be dismissed. These dismissals probably will be made at the Grand Island, Boston, New York, Chicago, and Detroit field stations.

Under the economy move, all field employes must take five days' legislative furlough each month, beginning in August and ending when 24 days' legislative furlough has been completed.

All field employes are now under the new "Division of Field Operations", instead of under the Radio Division of the Department of Commerce, as they were before the two agencies were merged by executive order under the economy bill.

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ORGANIZED LABOR ASKS PERMISSION TO BUILD NEW STATION AT NEWARK

America's Wage Earners' Protective Conference, an organization affiliated with the American Federation of Labor, has applied for permission to erect a new 5,000-watt broadcasting station at Newark, N.J. to operate from 6 to 8 p.m., using 1100 kilocycles, sharing time with Station WPG, Atlantic City.

It was explained that the new station is desired to give organized labor an eastern voice. The Chicago Federation of Labor operates Station WCFL, Chicago.

The new station would be assigned the facilities of Station WLWL, Missionary Society of St. Paul the Apostle, New York City. In an effort to vacate the 1100 kilocycle frequency for use by the proposed station, the Paulist Fathers, which now use the channel, have applied for permission to move to 810 kilocycles,

The Wage Earners application was filed by Matthew Woll, president, and M. J. Flynn, executive secretary. Mr. Woll is vice president of the American Federation of Labor, and recently appeared before a subcommittee of the Senate Committee on Inter-

state Commerce to support labor's plea for a clear channel in its own right.

The 810 kilocycle channel to which Station WLWL proposes to move is a clear channel, now used by Station WCCO, Minneapolis, and Station WPCH, New York City. The Minneapolis station has been granted a construction permit to increase its power from 5,000 to 50,000 watts. The New York station is operated by the City of New York, with power of 500 watts.

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RADIO RATE CASE MAY BE TAKEN TO SUPREME COURT

The question of the jurisdiction of the Interstate Commerce Commission to pass upon questions involved in charges made by radio broadcasting companies for so-called "transmission of intelligence for hire by wire or wireless", may be taken to the Supreme Court of the United States for final decision in the event the Commission holds it is without authority under existing law, Ernie Adamson, counsel for the Sta-Shine Products Company, of Freeport, L.I., has advised the Commission.

The Commission now is engaged in the consideration of the merits of the matter prior to rendering its final decision as to its jurisdiction to rule upon radio broadcasting rates, in a manner similar to rates for rail transportation.

The proceedings involve a complaint of the Sta-Shine Products Company, Inc., furniture polish manufacturing concern of Freeport, L.I., against Station WGBB, of that city, and the National Broadcasting Company. The complaint declared that both radio companies had violated the Interstate Commerce Act by their exaction of "unreasonable charges for the transmission of 'messages' for hire in interstate commerce, as well as in their refusal to grant the complainant company certain privileges accorded to others!

Declaring that the rates and charges are too "exorbitant", the complainant company added to its charges that the radio concerns were engaged in the transmission of intelligence for hire by "wireless" by asserting that they also used the properties of telephone companies and relayed "messages" by wire as well from one station to another.

Both the National Broadcasting Company and H. H. Carman, proprietor of Station WGBB, declared in answer to the complaint that they were not common carriers within the meaning of the Interstate Commerce Act, and therefore not bound by the provisions of the Act. They held that they have never been engaged in "point-to-point" communication, or the sending of definite messages from a definite sender to a definite receiver, but rather used facilities for the broadcast of programs, largely of an educational or amusement nature, to all those who could pick up such programs on receiving sets.

Examiner W. M. Cheseldine, who conducted the hearings in the case confined so lely to the question of Commission jurisdiction, submitted a proposed report to the Commission April 6 last, recommending that the proceedings be discontinued and the complaint dismissed on the ground that the defendant companies are "not within the provisions of the Interstate Commerce Act".

The examiner asserted that as Congress established the Federal Radio Commission as its agency to supervise and control matters and things arising out of radio activities, "may it not be presumed that it gave to that Commission such power as it then deemed necessary and appropriate to adequately take care of and protect the public interest in radio broadcasting?"

During oral argument before the full Commission, Mr. Adamson declared that the term"broadcasting" is a trade expression that has grown up during the last few years, and, similarly, the term "radio" has come to be all wireless communication. He declared that such terms in reality mean the transmission of intelligence by wire or wireless in interstate commerce.

Mr. Adamson further pointed out that the Federal Radio Commission has been given no power to regulate the rate charged by the radio companies for the transmission of intelligence. The Federal Radio Act, he said, expressly gave the power to revoke the license of a company licensed by the Federal Radio Commission, if such company exacts "unreasonable" rates for the transmission of radio communications, or fails to accord reasonable facilities.

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AVIATION RADIO STATIONS SHOWN ON NEW MAP

The important part being played by radio in the growth and development of commercial aviation in the United States is emphasized by a map just prepared by the Federal Radio Commission, revised as of June 30, 1932.

The map discloses there are now 132 ground radio stations devoted to the exclusive use of aviation. Included in that list are 69 aeronautical point to point stations. In addition there are 20 airport stations located at strategic points.

Three hundred thirty-five transport passenger planes- those carrying passengers and mail- are daily in direct communication with the ground stations, as well as an average of 20 itinerant aircraft. Thus many of the hazards are removed.

The map gives, in colors, the three major transcontinental aviation routes, as well as the two routes to South America and the two to Canada. It can be obtained only from the Government Printing Office at ten cents per copy.

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AMERICAN DELEGATION TO OPPOSE RADIO COMMUNICATION CENSORSHIP

The United States intends to take a vigorous stand against all proposals for censorship which may be made at the International Radiotelegraph Conference to be held in Madrid, beginning September 3, according to the Department of State.

All American delegates have been instructed to this end. Irvin Stewart, radio expert of the Department of State, has been appointed one of the delegates, bringing the total membership to four, the Department announced.

Several countries have proposed censorship provisions in the international radiotelegraphic code which would increase restriction against press messages, according to information received at the Department of State. Several protests have been made to the Department because no representative of press associations have been appointed either as delegates or advisors on the American delegation.

Vigorous opposition to censorships, the position of the United States at the Washington radio conference four years ago, remains the attitude of the State Department. The American delegates to the Madrid conference will be instructed accordingly.

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STRICT FREQUENCY MAINTENANCE SAID TO HAVE IMPROVED RECEPTION

With broadcasting and commercial communication stations maintaining strictly their assigned frequencies, the Federal Radio Commission's recently created Division of Field Operations reports that radio generally is now better regulated than ever before.

The response of the broadcasting stations to the frequency-maintenance order has been excellent. The new division in regular tests and checks has noticed very few violations of frequency control regulations by commercial stations.

"Never since the Commission was organized in 1927", said an official, "has radio been so well regulated, and never has the public received such good radio service."

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KDYL, SALT LAKE CITY, JOINS NBC NETWORK

Station KDYL, in Salt Lake City, Utah, has become an associate station of the National Broadcasting Company, it was announced by George F. McClelland, vice president. KDYL replaces KSL as the NBC Salt Lake outlet. The station operates on 1290 kilocycles. It is owned by the Intermountain Broadcasting Corporation. KDYL is licensed for full time operation.

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COLUMBIA NEW AND RENEWAL CONTRACTS

NEW - La Choy Food Products, Inc.; N. W. Ayer & Son, Inc., Agency, Program - Tues. & Thurs. 11:00-11:15 A.M., 10 stations.

RENEWAL - General Foods Corp., (Postum); Agency - Young & Rubicon; Program - Friday 9:00-9:30 P.M., script and music, Basi, Don Lee, plus 6.

RENEWAL - F. W. Fitch Co. (Hair Tonic); Agency - Battenfield & Ball; Program - Fridays 11:15-11:30 A.M. "The Fitch Professor", Helen Mors, male trio, Basic network plus 4.

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GERMAN BROADCASTING TO COME UNDER REICH CONTROL

The Reich Government is about to bring the entire German broadcasting system, in which individual States and the political parties of the Centre and Left, still wield strong local influence, under centralized Reich control. State opposition, it is said, has led to some concessions which may enable Bavaria, for instance, to retain a large measure of independent control over all that is broadcast from Munich, but on the whole the control will be with Berlin.

Hitherto the Ministry of Posts, through a Reich Broadcasting Commissioner, appointed by it, exercised technical control of the "Deutschlandsender" at Konigswusterhausen, of the nine regional stations and of their sub-stations, but leased the transmission rights to companies to which it paid over a percentage of its revenue from licenses. Regional committees, on which the States and the Centre, Democratic, and Socialist Parties were strongly represented, supervised the programs. The regional companies, in which private interests were also represented, balanced their respective profits or losses through a covering company, which had no transmitting right, called the Reich Broadcasting Company.

The technical and business management of the entire system is now to be vested in the Reich Broadcasting Company, in which the Reich is to hold 51 per cent, and the six largest States 49 per cent of the shares. The Reich Broadcasting Company itself is to be controlled by two Reich Commissioners.

One commissioner, nominated by the Ministry of Posts, will supervise all matters of organization, business management, and technical operation; the other, appointed by the Minister of the Interior, will control programs, news services, and especially all political matters. The "Deutschlandsender" is to become the "Reichssender" and will thus come immediately under control of the Ministry of the Interior.

The "Wireless News Company", the board of which was controlled by Socialist, Centre, and Democratic representatives, and which had a monopoly of wireless news, is to be liquidated. Similarly the board of the Reich Broadcasting Company will have a majority of Reich Governmental Representatives.

The regional supervisory committees, which are among the last strongholds of Left-Centre politics, are to disappear in favour of States commissioners, in whose appointment the Reich again has the final word. Reich control is to be further strengthened by the acquisition of 51 per cent of the shares in all the regional transmitting companies.

"This appears to meet the Nazi claim that the wireless was too much under Socialist, Democratic, and Centre influence", comments the Berlin correspondent of the London Times, "but it is an integral part of the new arrangement that in future all political parties should be excluded from the wireless. The Government will retain its "wireless hour" and unlimited power of transmission over the Reichssender. The Communists have always been excluded.

"The Government's policy of inculcating the spirit of discipline and obedience to the State, as governed by the Right, is further expressed in a letter sent by Baron von Gayl, the Minister of the Interior, to the States announcing a new school Act. Baron von Gayl 'most sharply condemns' the agitation conducted by the political parties among the youth of today, admonishes teachers to be strictly impartial, and urges them to impart 'German and Christian instruction' in the interest of a State standing above party.

"The Government, by measures leading to the elimination of Socialist and Jewish officials or the lessening of Socialist and Jewish influence, and by its efforts through a new spirit in the schools to breed that hardy race which the Right desires for the tasks awaiting Germany in the future, is doing in an efficient and unostentatious way many of the things the Nazis have demanded. It is not, however, likely to go so far as a certain Nazi leader from the Brown House would like. He has proposed in a book called, 'The New Nobility of Blood and the Soil', that German womanhood should be divided into four classes, of which the first, restricted to a tenth of the whole, should comprise those for whom marriage and motherhood, in the opinion of a State-appointed 'selector' is eminently desirable; the second, those to whose marriage any motherhood there is no objection; the third, those who should only be allowed to enter childless marriages; and the fourth, those who should neither be allowed to marry nor procreate."

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NBC NEW ACCOUNTS AND RENEWALS SIGNED UP

NEW - General Foods Corp. (Diamond Crystal Salt), 250 Park Ave., New York City; Agency - Benton & Bowles, 444 Madison Ave., New York City; Starts October 5, 1932 for 26 weeks, Wednesdays, 8:00-8:30 P.M.; New York Boston, Springfield, Baltimore, Rochester, Pittsburgh, Cleveland, Detroit, Cincinnati in network, Program - "Captain Diamond" - dramatic sketches.

NEW- Premier Malt Sales Co (Blue Ribbon Malt), 720 North Michigan Ave., Chicago, Ill.; Agency - Matteson-Fogarty-Jordon Co., Inc., 307 North Michigan Ave., Chicago, Ill.; Starts September 13, 1932, for 52 weeks, Tuesdays, 9:00-9:30 P.M., EDST; WEAF Basic red network exc. WTIC, KSD, NW exc WIBA, WTMJ, WEBC; WRVA only, SC exc. WAPI, WJDX, SW exc KTBS, KVOO, KTHS, KOA, KSL, only, Orange PC Supps.; Program - Ben Bernie and his orchestra.

NEW - (Originates NBC Chicago); Ralston Purine Co. (Cereals), 835 S. 8th St., St. Louis, Mo.; agency - Barton, Batten, Durstine & Osborn, 383 Madison Ave., New York City; Starts Sept. 27 for 26 weeks, Tuesday, Thursday, Saturday, 5:45-6:00 P.M., EDST? WEAF Network, WTAG, WEEI, WJAR, WCSH, WFBR, WRC, WGY, WBEN, WTAM, WWJ; Program - "Sekatary Hawkins".

NEW - (Originates NBC Chicago); Western Clock Co. (Ben Ben clocks), La Salle, Illinois; Agency - Batten, Barton, Durstine & Osborn; Starts, September 25, 1932, for 13 weeks, Sunday, 5:30 5:45 P.M. WEST; Basic red Network KSTP, WTMJ, KOA, KSL, KPO, KECA; Program - "Big Ben's Dream Dramas" - dramatized strange dreams.

RENEWAL - Iodent Chemical Co. (Tooth Paste); Agency - Maxon, Inc., 2761 East Jefferson Ave., Detroit, Mich; Starts August 21, for 52 weeks; Sundays 4:00-4:15 P.M., EDST; WEAF Basic red network, NW, SE, SC, SW, MT., Orange, KFSD, KTAR; Program - "Iodent Program with Jane Froman" - eight piece orchestra directed by Leroy Shield; Jane Froman, dramatic sketch.

RENEWAL- Lady Esther Company (Face Cream and Face Powder), 5720 Armitage Ave., Chicago, Ill.; Agency - Stack Goble Adv. Agency, Chicago, Ill.; Starts October 4, 1932, for 52 weeks; WEAF Network, WTAG, WEEI, WJAR, WCSH, WFI, WFBR, WRC, WGY, WBEN, WTAM, WWJ, WSAI, WMAQ, KSD, WOC, WHO (WDAH, 8:30-8:45 only), WIBA; Time - Tuesdays, 8:30-9:00 P.M. EDST; Program - "Wayne King and his orchestra" and Lady Esther.

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APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

August 15 - WBBC, Brooklyn Broadcasting Corp., Brooklyn,N.Y. C.P. extension completion date for auxiliary transmitter to Oct. 31, 1932; WOL, American Broadcasting Co., Washington, D. C., modification of license amended to request 1240 kc., instead of 1270 kc (also requests increase in power from 100 w. to 250 w.), C.P. to make changes in equipment and change from 1310 kc., 100 w. to 1240 kc., 250 w.; WHEB, Granite State Broadcasting Corp., Portsmouth, N. H., license to cover C.P. granted March 8, 1932, for a new station on 740 kc.; WOBU, WOBU, Inc., Charleston, W. Va., requests authority to change from 500 w. day, 250 w., night to 500 w. day and night (additional 250 w. night on experimental basis); WSAZ, WSAZ, Inc., Huntington, W. Va., requests authority to change from 500 w. day, 250 w. night to 500 w. day and night (additional 250 w. night on experimental basis).

Applications Other Than Broadcasting

KGPW, Police Department, Salt Lake City, Utah, license covering C.P. for 2470 kc., 100 w., municipal police station; W6XU, Radiomarine Corp. of America, San Francisco, Calif., renewal of special experimental license; KGUR, Aeronautical Radio, Inc., Burbank, Calif., modification of C.P. for extension of commencement date to 60 days after Aug. 11, 1932, and completion date to Nov. 11, 1932, aeronautical station; WHD, New York Times Co., New York, C.P. for additional equipment, 6450, 8360, 11355, 16720, 22250 kc., 1 kw., mobile press station; There were also received 132 applications for amateur station licenses.

Aug. 15 - KJZ, WCU, KGVQ, KGVR, KGVS, KGVT, KGVV, Continental Oil Co., portables, renewal of geophysical licenses for 1602, 1628, 1652, 1676, 1700 kc.; There were also received 74 applications for amateur station licenses.

Aug. 16 - R.C.A. Communications, Inc., Rocky Point, N.Y.: WQF, WKD, WIK and WIZ (New Brunsciwk, N. J.), WQL, modification of licenses for change in serial number of apparatus and primary communication points, point-to-point telegraph stations; WIEW, WIEX, WIEO, National Broadcasting Co., Inc., - Portables, initial locations, New York, N. Y., modification of licenses for authority to operate as Mobile stations in addition to portable station, temporary broadcast pickup station; WPI, Inland Waterways Corp., Memphis, Tenn., license covering C.P. for 3120, 4780, 4140, 5520, 6210, 6250, 438 kc., 250 watts, coasta telegraph station. There were also received 37 applications for amateur station licenses.

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DECISIONS OF THE RADIO COMMISSION

Applications Granted
(August 16,1932)

KTAB, Associated Broadcasters, Inc., San Francisco, Cal., authority to install automatic frequency control; WJDX, Lamar Life Insurance Co., Jackson, Miss., authority to remain off the air for approximately 24 hours while making certain changes in transmitting apparatus; WCDA, Italian Educational Broadcasting Co., Inc., New York, N. Y., permission to rebroadcast Arlington time signals in accordance with Rule 177; Same for WMSG, Madison Square Garden Broadcasting Corp, New York, N. Y., and WBNX, Standard Cahill Co., Inc., New York, N. Y.; WBT, Station WBT, Inc., Charlotte, N. C., authority for a 10 day extension of special authority to test with power of 50 KW between 1 A.M. and 6 A.M. EST; WESG, W. Neal Parker and Herbert H. Metcalfe, Glens Falls, N. Y., permission to discontinue operation from August 15th to Sept. 15, 1932; KGBX, KGBX, Inc., St. Joseph, Mo. authority to suspend operation during period of moving station to Springfield, Mo., from midnight Aug. 13 to 8 P.M., Aug. 27, 1932; WISN, The Evening Wisconsin Co., Milwaukee, Wis., voluntary assignment of license to American Radio News Corp.

Also, Mackay Radio & Telegraph Co.: WIQ, WMS, WMD, WIH, Sayville, N. Y., C.P. for installation of four new transmitters as follows: 1. Frequencies, Call letters and points of communication: Transmitter No. 1 - 6927.5 kc., - WIH - Vienna, Austria and Budapest Hungary; Transmitter No. 2 - 9070 kc - WIQ - Lima, Peru and Bogota, Columbia. Transmitter No. 3 - 18780 kc - WMD - Bogota, Columbia; Transmitter No. 4 - 20300 kc. - WMS - Lima, Peru. 2. Power: 20 kw each transmitter. 3. Emission: A1 and A2 4. Frequency tolerance; 105 per cent subject to Rule 227. 5. Equipment: Federal Telegraph Co. - VT Oscillator - Amplifier

Also, Mackay Radio & Telegraph Co., Inc., Palo Alto, Calif., KWQ, KNW, KWJ, KNK and two new stations - C.P.s for installation of six new transmitters as follows: 1. Frequencies, Call letters and points of communication: Transmitter No. 1 - 6875 kc - KNK - Honolulu, T. H.; Transmitter No. 2 - 13000 kc. - KWJ - Honolul T.H.; Transmitter No. 3 - 13960 kc. - KNW - Honolulu, T. H. and Japan; Transmitter No. 4 - 18260 kc. - KWQ - Honolul, T. H.; Transmitter No. 5 - 17140 kc. (New - China and Japan; Transmitter No. 6 - 19560 kc. (New) China and Japan. 2. Power: 20 kw each transmitter. 3 Emission: A1 and A2. 4. Frequency tolerance: .05 per cent subject to Rule 227. 5 Equipment: Federal Telegraph Co. - VT Oscillator - Amplifier.

Also, W8XL, The WGAR Broadcasting Co., Cuyahoga Heights Village, Ohio, modification of C.P. (Exp. - Exp. visual broadcasting) for extension of completion date of C.P. from 8/25/32 to 2/25/33; W1XD, Submarine Signal Co., Boston, Mass., modification of license (Exp. - Gen. Exp.) as follows: Emission: A1, A2, A3 and special, provided the maximum communication band width plus tolerance does not exceed the frequency separation band width;

Also, R.C.A. Communications, Inc.: WQH, Rocky Point, N.Y. modification of license (fixed public point-to-point teleg.) as follows: primary points of communication: Brussels, Vienna and London. Equipment: Normal transmitter No. 38.; WER, Rocky Point, N. Y., modification of license (fixed public - point-to-point telg.) as follows: primary points of communication: Brussels and Londong; WQJ, Rocky Point, N. Y., modification of license (fixed public - point-to-point teleg.) as follows: primary points of communication: Paris, Angora, Teheran and Beyrouth. Equipment: Norman transmitter No. 49; W2XC, Federal Telegraph Co., Newark, N. J., license to cover C.P. as follows: frequencies: 34600, 41000, 51400, 80000 to 300000, 1000000 to 3000000 kc.; Power: 500 watts, Emission: A1, A2, A3 and special provided the maximum communication band width plus tolerance does not exceed the frequency separation band width; W8XAW, West Virginia University, Dept. of Physics, Portable in West Virginia, initial location, Morgantown, W. Va., license to cover C.P. as follows: Frequencies: 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 23100, 25700, 26000, 27100, 34600, 41000, 51400, 60000-40000, 401000 and above. power; 200 watts; Emission: A1, A2, A3 and special, provided the maximum communication band width plus tolerance does not exceed the frequency separation band width.

Also, KGPJ, City of Beaumont, Beaumont, Texas, license to cover C.P. as follows: Frequency 1712 kc., Power: 100 watts; Emission: A3. To serve all municipalities in Jefferson County; American Airways, Inc.: NC-12121, NC-12120, NC-12119, NC-12118, NC-12117, NC-12116, NC-12115, NC-12114, NC-12113, licenses as follows: Frequencies: 3105, 3232.5, 3242.5, 3257.5, 3447.5, 3457.5, 3467.5, 3485, 5602.5, 5612.5, 5632.5 kc., unlimited, 3222.5 kc., day only; 4917.5 kc., day only; power 50 watts, Emission A3, for communication with Brown chain stations; W2XBJ, R.C.A. Communications, Inc., Rocky Point, N. Y., authority to operate on frequencies 7470 and 14940 kc., for additional ten days to continue special tests.

Also, Aeronautical Radio, Inc.: WAEJ, Springfield, Ill., KGUB, Houston, Texas; ~~NEWXXXXXXXXXXXXXXXXXXXXX~~ licenses to cover C.P. as follows: Frequencies: 3232.5, 3242.5, 3447.5, 3457.5, 3467.5,3485, 3257.5, 5602.5, 5612.5, 5632.5 kc., unlimited, 3222.5, 4917.5 kc., day only, power: 50 watts, Emission: A1, A2, A3, points of communication: Primarily with Brown Chain Aircraft; WAEJ, Spring-Field, Ill., license to cover C.P. 2316, 2356, 4115 kc., 50 watts, A1 emission; Stations on Green Chain - authority (temporary) for all Green Chain aircraft and aeronautical stations to use frequency 4452.5 kc. (day only) for period ending December 15, 1932.

Also, Short Wave & Television Co.: W1XAU, W1XAV, W1XAL, Boston, Mass., authority to Sept. 10, 1932, to use all regularly licensed frequencies and in addition 1594, 2398, 3492.5, 4797.5 and 6425 kc., power as specified in existing license, Emission A1, A2, A3, and special provided the maximum communication band width plus tolerance does not exceed the frequency separation band width; W1XAV, Short Wave & Television Co., Boston, Mass., authority to Sept. 10, 1932, to use all regularly licensed frequencies and in

addition 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 23100, 25700, 26000, 27100, 34600, 41000, 60000-400000, 401000 and above; Power as specified in existing license; Emission: A1, A2, A3 and special, provided the maximum communication band width plus tolerance does not exceed the frequency separation band width; W1XAV, granted same authority as WLXAU.

Ratification Of Acts Of Commissioners

Flying Family, Inc., Geo. Hutchinson, aboard Plane NC-159-H (action taken 8/12/32), authorized to use transmitter during transatlantic flight beginning August 15, 1932; KBTM, W. J. Beard, Beard's Temple of Music, Paragould, Ark. (action taken 8/9/32), denied request to operate evening of Aug. 9 from 7 until midnight because consent of KGHI not received; WMIL, Arthur Faske, Brooklyn, N. Y. (action taken 8/12/32), C.P. 1300 kc., 1 KW designated for hearing; WCGU, U. S. Broadcasting Corp., Brooklyn, N. Y. (action taken 8/12/32), authorized to operate pursuant to Rule 46; Milwaukee Marine Radio, Inc., Milwaukee, Wis. (action taken 8/9/32) authorized to take depositions in re applicant's application to be heard Aug. 29, 1932; WOCD, Mackay Radio & Telg. Co., San Francisco, Calif. (action taken 8/12/32) temporary authority granted not to exceed 60 days pending receipt formal application to operate station aboard vessel Hawaiian Standard. 500 watt tube transmitter, 375 6o 500 kc., A1 and A2 emission; C. Reiss Steamship Co., Sheboygan, Wis. (Action taken 8/12/32) denied informal petition for reconsideration of denial of application of C. Reiss Coal Co. for renewal of license of Station WSK).

Designated For Hearing

H. Verne Spencer, Greensburg, Pa., C.P. for new station to operate on 590 kc., 250 watts, daytime; KROW, Educational Broadcasting Corp., Oakland, Calif., request for modification of license to change hours of operation from sharing with KFWI to unlimited time (facilities KFWI); WFAB, Defenders of Truth Society, Inc., New York, N. Y., request for voluntary assignment of license to Fifth Avenue Broadcasting Corp.

Amateur Licenses

The Commission also granted licenses for 279 amateur stations, of which 108 were new, 146 renewals and 25 modifications.

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HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING WASHINGTON, D. C.

ISSUED TWICE A WEEK AND CONTAINING THE LATEST INFORMATION REGARDING THE RULINGS OF THE FEDERAL RADIO COMMISSION, RADIO LEGISLATION, DEPARTMENT OF COMMERCE REGULATIONS, CHANGES IN WAVELENGTH, CALL LETTERS AND POWER, PATENTS, EXPORTS, FEDERAL TRADE COMMISSION RULINGS AND OTHER MATTERS OF INTEREST TO BROADCASTERS AND MANUFACTURERS. :: :: CONFIDENTIAL—NOT FOR PUBLICATION. :: ::

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No. 555

COMMISSION ISSUES 1932 SERVICE BULLETIN

The 1932 Radio Service Bulletin, listing completely all changes during the fiscal year 1932 among all branches of radio, has just been issued by the Federal Radio Commission.

The bulletin outlines reallocations of facilities in all branches and in all divisions of the industry, as ordered by the Commission during the year, according to information obtained from the Commission. Copies of the bulletin may be obtained from the Commission.

The bulletin shows additions to commercial land stations; to commercial ship stations; to Government land stations; to Government ship stations; to airway radiobeacons; to airway marker radiobeacons; to commercial and Government land, ship, aircraft, radiobeacon, and direction-finding stations; to broadcast pick-up stations; to general experimental and spe cial experimental stations; to visual broadcasting stations; to general experimental, spe cial experimental, relay broadcasting, and visual broadcasting stations grouped by districts.

Alterations and corrections to commercial land stations; to portable commercial land stations; to commercial ship stations; to commercial aircraft stations; to Government land stations; to portable Government land stations; to Government ship stations; to marine radiobeacon stations; to airway radiobeacon stations; to airway marker radiobeacons; to direction finding stations; to stations transmitting time signals; to stations transmitting hydrographic reports; to stations transmitting weather reports; to stations transmitting airways weather reports; to commercial and Government land, ship, aircraft radiobeacon, and direction-finding stations alphabetically by call signals; to broadcast pickup stations; to general experimental and special experimental stations; and to portable stations.

Changes in the list of vessels equipped with radio compasses; opening of Land's End Radio, England, for direction-finding service; and transfer of the Radio Division of the Department of Commerce to the Federal Radio Commission.

Additions to lists of broadcast stations; and alterations and corrections among broadcasting stations.

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When the two new vessels of Seatrain lines start transporting loaded freight cars between New York, Havana and New Orleans in mid-September, radio will play an important part in their operation, according to W. G. Logue, of the Radiomarine Corporation of America. Each ship will have a radiotelegraph transmitter capable of operation on both the intermediate and shortwave length bands, as well as an RCA radio direction finder, to permit bearings to be taken at any time and in any weather.

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ONE THIRD OF GERMAN SCHOOLS HAVE RADIO

One school in three in Germany is now equipped with a radio, Dr. C. M. Koon, specialist in education by radio at the Federal Office of Education said, after studying new German figures. The German school radio programs now reach some 2,500,000 pupils and 65,000 teachers, he said in calling attention to a rapid development of interest in radio for educational purposes there.

School broadcasts last year numbered 2,000 with 24 per cent, the largest single percentage, devoted to music. Broadcasts on information about Germany ranked second and comprised 22 per cent of the programs,he said

On the basis of data received and compiled by the German Central Office for School Radio, educational broadcasts in Germany show a significant growth. In 1930 there were 13,000 schools equipped with radio apparatus compared with about 20,000 in 1931. As there are 55,000 schools in Germany, this means that every third school now affords the use of radio in teaching.

The majority of schools that lack radio equipment are included, as would be expected, among outlying rural elementary schools, and they represent 85 per cent of the whole number which participate in the work of "school radio", as educational broadcasts for school purposes are described. The remaining 15 per cent are divided between the elementary schools in the cities, representing ten per cent, and the secondary schools, representing 5 per cent.

The development of the German school radio on the listeners' side has been maintained by the broadcasting organizations cooperating with the school radio offerings. The number of offerings supplied for instruction in the schools has been increased correspondingly. In 1930 the total number of school broadcasts was about 1500. The number increased to 2,000 last year.

These broadcasts were distributed generally as follows: 480 musical offerings, 440 broadcasts about Germany, 340 foreign language presentations, 300 history and civic broadcasts, 240 presentations in natural science, questions in economics and technical problems, and 200 broadcasts on geographical information.

According to the age of listeners, these 2000 broadcasts ranged from 2 per cent for 7-year olds to 56 per cent for 14-year olds. They decreased progressively to 25 per cent for the 19-year olds.

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SOUTHERN NEWSPAPER PUBLISHERS WILL NOT PRINT PAID RADIO SPEECHES

Formal protest against discrimination by both major political parties against the press in favor of radio was made in behalf of the Southern Newspaper Publishers' Association by President James G. Stahlman, publisher of the Nashville Banner, in a communication to the national chairmen of those parties and to Senator Cordell Hull of Tennessee. Mr. Stahlman informed the chairmen that Southern newspapermen resented the use of paid radio time by candidates with the expectation that newspapers would publish their speeches as a matter of course. He declared, according to Editor and Publisher, that many Southern publishers have signified their intention to consign broadcast political speeches, except those of leading candidates, to the waste basket unless the speakers "spring something entirely new".

In his letter to Senator Hull, copies of which were sent to Chairman James Farley, of the Democratic National Committee, and to Chairman Everett Sanders, of the Republican National Committee, Mr. Stahlman wrote:

"It seems to have become a fairly well established policy among men in public life, first to 'say it over the air' and, second, to 'get the newspapers to print it'. This is no haphazard guess. It is the deliberate aim of most public men to think they have a message for the 'dear people'. President Hoover has been less guilty of this than most of his colleagues and subordinates, and, of recent date, he has seen fit to put most of his important proposals out first via the newspapers.

"Senator Borah recently made his debt revision announcement over the air, and subsequently announced, through the press, that he shortly expected to 'go on the air again' with another statement amplifying his debt position.

"One Cabinet official refused to give a press service an interview not so long ago, frankly saying that he was reserving the material for a radio address 'when the newspapers would carry it also'."

Mr. Stahlman then presented a brief resume of the discrimination suffered by the newspapers at the Democratic National Convention, which he attended. He explained, in opening his letter, that the newspapers and press associations had spent more than $500,000 to cover both national conventions. At the Democratic Convention, he recalled, all possible courtesies were extended to the National Broadcasting Company and the Columbia Broadcasting System, even to the extent of allowing their men to roam all over the speakers' platform, while newspapers and press associations were allowed, only after bitter protest, to send one man at a time to the stand to conduct their business. Explaining that he was not objecting to the use of radio by politicians, Mr. Stahlman continued: "but I am protesting, not only as an individual

publisher, but as president of the Southern Newspaper Publishers' Association in behalf of all our members, against the rank discrimination on the part of both parties in favor of the radio as against the press.

"I am informed that one of the press associations has recently decided that it will not carry a speech and announce it as a radio broadcast, but will carry it solely on its news merits as a speech. I can say that so far as the Nashville Banner and a number of other Southern newspapers are concerned, we do not expect to feature or display speeches made solely for radio distribution on paid time transmission. As a matter of fact, most of the speeches broadcast over the radio will find their way to the editorial wastebaskets, unless, of course, the respective candidates spring something entirely new and of great general interest in each of their speeches, a thing which is not only unlikely, but practically impossible. Even then, such utterances will be played down as against one that is not broadcast.

"I am not any opponent of the radio chains. I think they are here to stay, and have their place in American life. I am, however, a most earnest and militant champion of the rights of the American press, and I cannot express to you, and through you to your associates in the Democratic and Republican national campaign organizations, in too vigorous terms the feeling of the newspapers of the country. You must recognize, as will any man conversant with the facts, that men in public life must ultimately depend upon the newspapers of the country for reaching the greatest number of citizens, as well as for such editorial support as both parties expect to be accorded during this and and succeeding campaigns.

"Such being the case you will readily understand that the newspapers of the country do not feel called upon to bear a great part of the expense of publicizing the campaign while the radio, largely by reason of its novelty and the extravagant claims of vast nightly audiences, which are extremely doubtful, reaps the financial reward and gets the most breaks on the respective releases.

"There should not be any need to go into a comparison as to the numbers in the intangible audience claimed by the radio as compared with the certain, authentic, verified millions of readers of the daily newspapers of this country."

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WIRELESS COMPANIES FILE CONTRACTS WITH COMMISSION FOR REVIEW

All the foreign and domestic contracts which have been entered into by the ten American radio communication companies have been filed with the Federal Radio Commission. They were requested in connection with an investigation by the Commission into these contracts on the ground that some may be monopolies. The matter was brought to the attention of the Commission by the State Department, which had received communications on the subject from several foreign governments.

The General Counsel of the Commission, Duke M. Patrick, will review the contracts and make recommendations to the Commission for any corrective measures it may deem advisable. It was said that it will take the Counsel a month or so to complete his part of the work.

The companies that have filed copies of their contracts are R.C.A. Communications, Inc.; Mackay Radio and Telegraph Company; Press Wireless, Inc.; American Radio News Corporation, Globe Wireless, Inc.; South Puerto Rico Sugar Company; Southern Radio Corporation, and U. S. Liberia Radio Corporation.

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FOREIGN TRADE OPPORTUNITIES

Information concerning the following foreign trade opportunities may be secured by writing the Bureau of Foreign and Domestic Commerce, Department of Commerce, Washington, D. C.:

Radio interference suppressors, automobile	‡662	Zurich, Switzerland	Agency
Radio sets, battery operated	*661	Cayenne, French Guiana	Agency
Radio sets, short and long wave, low priced	‡643	Caracas, Venezuela	Sole Agency
Radio sets and phonographs, electric	*712	Alexandria, Egypt	Agency
Phonographs, portable; and cabinets	*712	Alexandria, Egypt	Agency

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WNYC GETS MONITOR EXTENSION

Municipal broadcasting station WNYC in New York City, obtained an extension until September 30th for the installation of monitoring equipment to keep it within fifty cycles of its assigned frequency.

Up to June 22nd broadcasting stations were allowed to deviate as much as 500 cycles from their frequencies, but from that date on they had to keep within fifty cycles. A number of stations ordered apparatus which has not been delivered and the Radio Commission extended the time of installation in such cases.

WJZ, WEL and WET, of R.C.A. Communications at Rocky Point, N.Y., received authority to transmit weather maps and related hydrographic data for reception by ships at sea for two hours each day.

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GERMANS EXHIBIT NEW TELEVISION AID

One of the most important surprises of the Radio Exposition in Berlin was a device known as "interfilm television", developed by the Zeiss-Ikon works.

It has long been recognized that firms reproduce better in television than from the scene direct. This new method reduces the time consumed in developing the film and getting it on the air to twenty seconds, and it is expected, among experts in Termany, that the intercalation of films may become an established practice in television.

Television experts in New York declare that the new German device should be an important step in the development of that field. O. B. Hansen, Manager of Plant Operations and Engineering of the National Broadcasting Company, pointed out that a big problem heretofore had been that of the time required in making and developing such films.

"I do not know", said Mr. Hansen, "whether or not such a device has been perfected in this country. If it has, I have not heard of it. But the device mentioned in the dispatch which reduces the time required for the production of such a film marks an extremely important step in the television field."

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PITTSBURGH PRESENTS NEW RADIO PUBLICATION

A new magazine known as "Radio Review", will be on the Eastern market in September. It will be edited by Darrell V. Martin, formerly Radio Editor of the Pittsburgh Sun-Telegraph, who being at the very heart of radio in Pittsburgh is one of the pioneers in the business.

"Radio Review" will be illustrated. Its publication offices will be in the William Penn Hotel, Pittsburgh, Pa.

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NBC NEW ACCOUNTS AND RENEWALS

RENEWAL (Originates WRVA) - Larus & Brother (Edgeworth Pipe Tobacco), Richmond, Va.; Agency - Batten, Barton, Durstine & Osborn, New York City; Starts - September 14, 1932 for 13 weeks, Wednesday 10:00-10:30 P.M. EDST; Network - WEAF, WEEI, WTIC, WJAR, WTAG, WCSH, WLIT, WFBR, WRC, WGY, WBEN, WCAE, WTAM, WWJ, WSAI, WENR, KSD, WOC, WHO, WOW, WDAF, KGO, KFI, KGW, KOMO, KHQ, KOA, KSL, KGIR, KGHL; Program - "Corn Cob Pipe Club of Virginia" - informal rural singing and novelty program. Humorists, negro spirituals, dance band, novelty orchestra, barnyard imitations and other features.

NEW (Originates NBC Chicago) - J. A. Folger & Co. (Folger's Coffee), Kansas City, Missouri; Agency - Blackett-Sample-Hummert, Inc., Chicago, Ill., September 26, 1932 for 20 weeks, Monday to Friday inclusive, 3:00-3:15 P.M. EDST; Network - WOC, WHO, WOW, WDAF, KSTP, WEBC, SW exc. KTHS; Program - script show of interest to women, with incidental music.

NEW (Originates NBC, Chicago) - Reid, Murdock & Co. (Monarch Brand Food Products), Chicago, Ill.; Agency - Rogers & Smith, Chicago, Ill.; Starts - October 2, 1932 for 13 weeks, Sundays 2:00-2:15 P.M. EDST; Network - Basic Blue except WJZ, WBAL; Program - Mystery tenor and string trio.

NEW - Continental Oil Company (Petroleum Products), Ponca City, Okla.; Agency - Tracy-Locke-Dawson, Inc., Dallas, Texas; Starting - December 7, 1932, for 30 weeks, Wednesday, 10:30-11:00 P.M., EDST; Network - WFBR, WMAQ, KSD, WOC, WHO, WOW, WDAF, WTMJ, WIBA, KSTP, WEBC, WDAY, KFYR, WRVA, KTBS, WKY, WBAP, KPRC, WOAI, KOA, KSL, KGIR, KGHL, KGA; Program - "Exploring America with Conoco and Carveth Wells".

NEW - Firestone Tire & Rubber Company (Tires), Akron, Ohio; Agency - Sweeney & James, Cleveland, Ohio; Starts - December 5, 1932 for 52 weeks, Mondays 8:30-9:00 P.M., EDST, 11:30-12:00 Mid. EDST; Network - (Basic red, Canadian, SE, SC, SW 8:30-9:00); NW, MT, Orange, KFSD, KTAR, KGU, 11:30-12:00); Program - "Voice of Firestone", musical orchestra and guest artists.

RENEWAL - General Mills, Inc. (Flour), Minneapolis, Minn.; Agency - The McCord Company, Minneapolis, Minn.; Starts September 28, 1932 for 26 weeks, Wed. Fri, 10:45-11:00 A.M., EDST; Network - WEAF, WEEI, WJAR, WTAG, WCSH, WFI, WRC, WGY, WBEN, WCAE, WTAM, WWJ, WSAI, KYW, KSD, WOC, WHO, WOW, WDAF, WFBR, WRVA, WPTF, WJAX, WIOD, WFLA, KVOO, WKY, WBAP, KPRC, WOAI; Program - "Betty Crocker" - cooking talks.

NEW - Stephen F. Whitman & Son, Inc. (Candy), Philadelphia, Pa.; Agency - F. Wallis Armstrong Company, 16th and Locust Sts., Philadelphia, Pa.; Starts October 26, 1932 for 9 weeks, Wednesday, ';45-9:00 P.M. EDST; Network - Basic Red, SE, SC; Program - Not yet decided.

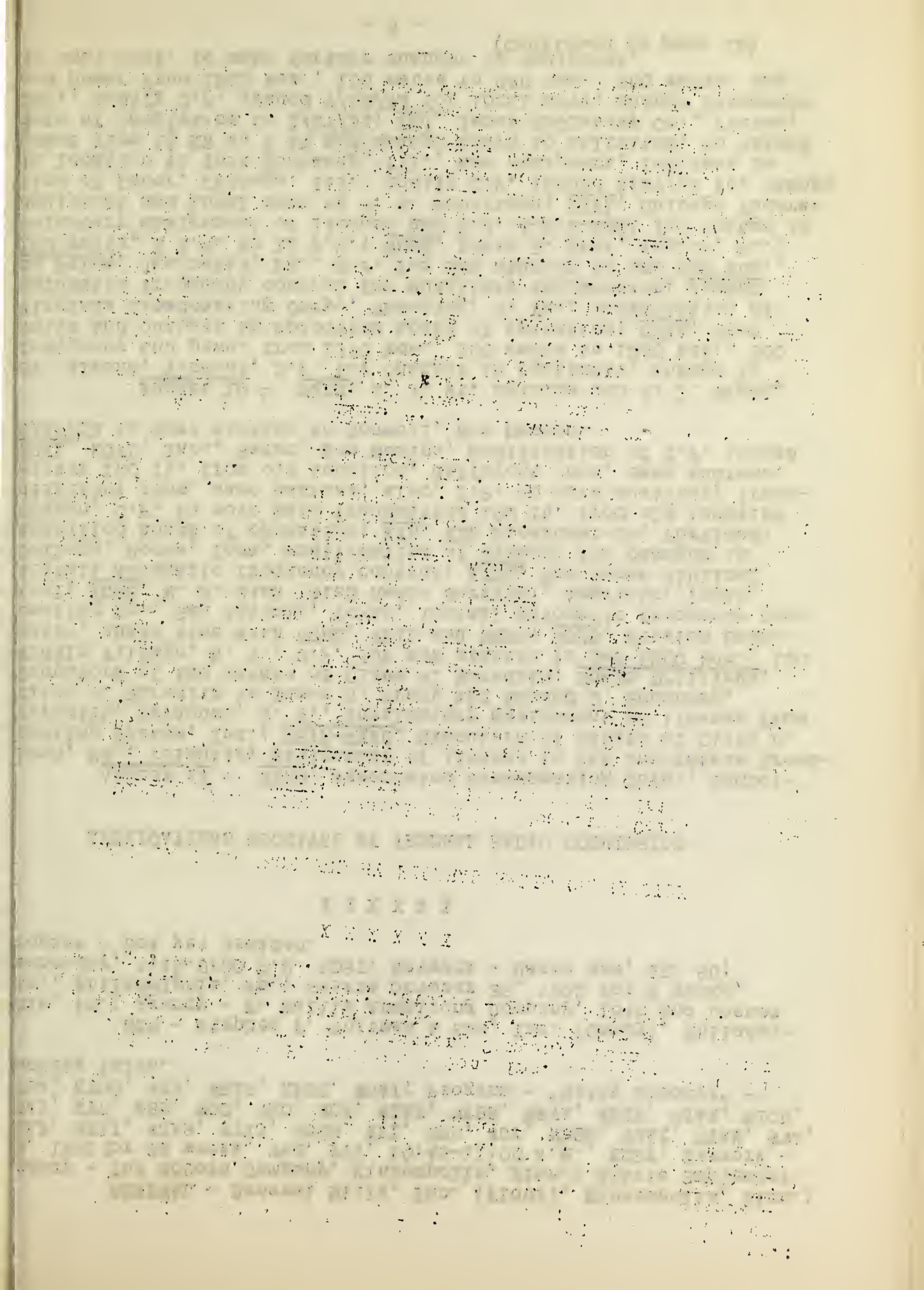
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APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

August 17 - WTBO, Associated Broadcasting Corp., Cumberland, Md., voluntary assignment of license to The Interstate Broadcasting System, Inc.; WSYR-WMAC, Executors of estate of Clive B. Meredith, Syracuse, N. Y., involuntary assignment of license from Clive B. Meredith to James G. Tracy and Edmund D. Smedberg, Executors of the estate of Clive B. Meredith; Edwin Drillings, Middle Village, N. Y., C.P. for new station to use 1500 kcs., 100 watts, share time with WWRL, WMIL and WMBQ; KONO, Mission Broadcasting Co., San Antonio, Texas, install automatic frequency control; KGRS, E. B. Gish (Gish Radio Service), Amarillo, Texas, install automatic frequency control; KFGQ, The Boone Biblical College, Boone, Iowa, modification of license for changes in specified hours of operation; KXL, KXL Broadcasters, Portland, Oregon, C.P. to move main transmitter 100 ft. from old location different room, same address; also, C.P. to move auxiliary transmitter 100 ft. from old location, different room, same address; KGFL, KGFL, Inc., Raton, New Mexico, modification of C.P. issued 5/17/32 to move station to Roswell, New Mexico.

August 19 - WQDM, A. J. St. Antoine and E. J. Regan, St. Albans, Vermont, C.P. for changes in equipment, change in frequency and power from 1370 kcs., 100 watts to 1340 kcs., 500 watts and changes in specified hours of operation; WWVA, West Virginia Broadcasting Corp., Wheeling, W. Va., installation of automatic frequency control for auxiliary transmitter; Joseph de Palma, Jeannette, Pa., C.P. for new station to use 590 kcs., 100 watts, 8 A.M. to 11 P.M.; WMBH, Edwin D. Aber, Joplin, Mo., voluntary assignment of license and C.P. 4-P-B-2481 for change in equipment and local move to W. M. Robertson; WCFL, Chicago Federation of Labor, Chicago, Ill., modify C.P. issued 5/27/32 for change in location to York Township, Ill., new equipment, increase in power from 1½ KW to 5 KW and change hours to unlimited, to extend date of completion to 3/27/33; KMJ, James McClatchy Co., Fresno, Cal., modify C.P. issued 7/22/32 for local move, change frequency and power from 1210 kcs., 100 watts to 580 kcs., 500 watts, change in equipment, to make further changes in equipment.

(Continued on page 12)



DECISIONS OF THE RADIO COMMISSION

Applications Granted
(August 18, 1932)

WMPC, The First Methodist Protestant Church of Lapeer, Lapeer, Mich., authority to suspend operation from Aug. 22 to 28, inc.; WRBX, Richmond Development Corp., Roanoke, Va., granted request for an additional ten days from Aug. 20 to suspend operation; WFBM, Indianapolis Power & Light Co., Indianapolis, Ind., authority to operate simultaneously with Station WSBT, South Bend., Ind. from 3 to 3:45 p.m., CST, Aug. 18; WHO-WOC, Central Broadcasting Co., Inc., studio location to be determined, modification of construction permit - extension of completion date from 8/17/32 to 2/17/33, also change in equipment; WCOA, Pensacola Broadcasting Co., Pensacola, Fla., modification of construction permit - extension of completion date from 7/28/32 to 9/1/32; also

KLS, S. W. & E. N. Warner, d/b as Warner Bros., Oakland, Calif., license to cover construction permit - 1440 kc., 250 watts, daytime; WSMB, WSMB, Incorporated, New Orleans, La. installation of automatic frequency control; WHEF, J. Nils Boyd Wholesale Grocery Co., J. O. Ashworth & J. R. Smithson, d/b as Attala Milling and Produce Co., Kosciusko, Miss., modification of C.P., authority to extend commencement date from 4/18/32 to 9/18/32 and extension of completion date of C.P. from 7/18/32 to 12/18/32; also

City of New York, Department of Plant & Structures, New York, N.Y., extension of working of Rule 145 to Sept. 30; WQS, WQN, WEL, WET, R.C.A. Communications, Inc., Rocky Point, N.Y., authority to transmit weather maps and related hydrographic data for reception by ships at sea about two hours each day from 4 of the licensee pt. to pt. teleg. stations at Rocky Point, N.Y., which are now licensed for international fixed service; also

New, City of Newton, Police Department, Newton, Mass., granted C.P. (Emergency Police) 1712 kc., 50 watts, A3 emission; New, Red River Lumber Co., portable in Shasta, Modoc, Tehama, Lassan, and Plumas Counties, Calif., CP (special emergency), 3190 kc., 7½ w. and A1 emission. Emergency at fires only. Points of Comm. Westwood, Calif., accordance Rule 340; New, Red River Lumber Co., Westwood, Calif., CP 3190 kc. 500 w. (fires only); W8XF, WJR, The Good Will Station, Inc., Pontiac, Mich., modification of CP, extension of completion date to 2/25/33; KGZF, City of Chanute, Chanute, Kans. license to cover CP (emergency police) 2450 kc., 5 w. A3 emission; KGUO, Aeronautical Radio, Inc., Tucson, Arizona, license to cover CP 3232.5, 3242.5, 3257.5, 3447.5, 3457.5, 3467.5, 3485, 5602.5, 5612.5, 5632.5 kc. 50 watts. Emission A1, A2, A3. Points of communication: Primarily with aircraft flying Brown Chain; W10XAF, Larry L. Smith, portable, license (gen. experimental) 2398 kc., 5 w. Emission A1, A2, A3, and special provided maximum communication band does not exceed freq. separation band width.

Applications Denied

WBCM, Bay City Broadcasting Assn., Bay City, Mich., denied authority to operate with 1KW daytime experimentally for a period of one week to determine accurately daytime field strength of station so as to ascertain interference that may be created to other stations on the channel due to such operation; New, Erie Broadcasting Corp., Erie, Pa., CP 800 kc., 2½ kw. daytime. applicant failed to enter appearance for hearing within specified time.

Applications Dismissed

New, George F. Bissell, Glen Falls, N.Y., CP 1370 kc., 50 w. unltd. time; WMIL, Arthur Faske, Brooklyn, N.Y., mod. of license - 1500 kc. 100 w. spec. hrs. (fac. WLBX); WKZO, WKZO, Inc. Kalamazoo, Mich., mod. of license - 590 kc. 250 w. 1 kw. LS, unltd. time.

Ratification of Acts of Commissioners

KHILO, Goodyear Tire & Rubber Co, authorized to use broadcast pickup station for 20 minutes 2478 kc. 15 w. A3 emission (Action taken 8/15/32); New, Flying Family, Inc., authorized add. freqs. 500 & 8280 kc. amending Comm. action 8/13. (Action taken 8/15/32); KDAQ, Tropical Radio Teleg. Co., Boston, Mass., authorized for period not exceeding 60 days pending receipt formal appln. to operate aboard vessel Espana, as first class. Other particulars present license unchanged (Action taken 8/15/32); KGGM, N.M. Broadcasting Co., Albuquerque, N.M., authorized to remain silent until noon Aug. 13 (Action taken 8/13/32); WHIS, Daily Telegraph Printing Co., Bluefield, W.Va., special authorization to operate unltd. time for period ending Aug. 20, incl. provided station WRBX remains silent (Action taken 8/16/32); KFMK, Mackay Radio & Teleg. Co., New York, authority granted for period not to exceed 6 weeks pending formal appl. granted to Cleveland Cliffs Steamship Co., to operate 100 watt tube transmitter aboard vessel Pioneer. Frequency range 375 to 500 kc. A1 and A2 emission. Other particulars unchanged (Action taken 8/16/32)

Action On Examiners' Reports

WOC, Canton Broadcasting Co., Davenport, Ia., appl. for CP to synchronize with WHO, Des Moines, withdrawn without prejudice, at request of applicant, Ex. Report 392; WNBW, G. F. Schiessler & M. E. Stephens, d/b as Home Cut Glass & China Co., Carbondale, Pa. granted renewal license on 1200 kc. with 100 w. day, 10 w. night, sustaining Chief Examiner Ellis A. Yost, Ex. Report 385; Ray-o-Vision Corp. of America, Los Angeles, Calif., denied application for CP (experimental) to operate on 2800 kc., 500 w. sustaining Examiner Elmer W. Pratt. Commissioner Lafount voted in favor of grant. Ex. Report 382.

Amateur License Renewed

W8RL, Chas W. Endres, Buffalo, N.Y., alleged improper operation of station explained to the satisfaction of the Commission Applicant warned violations of rules in future will not be condoned.

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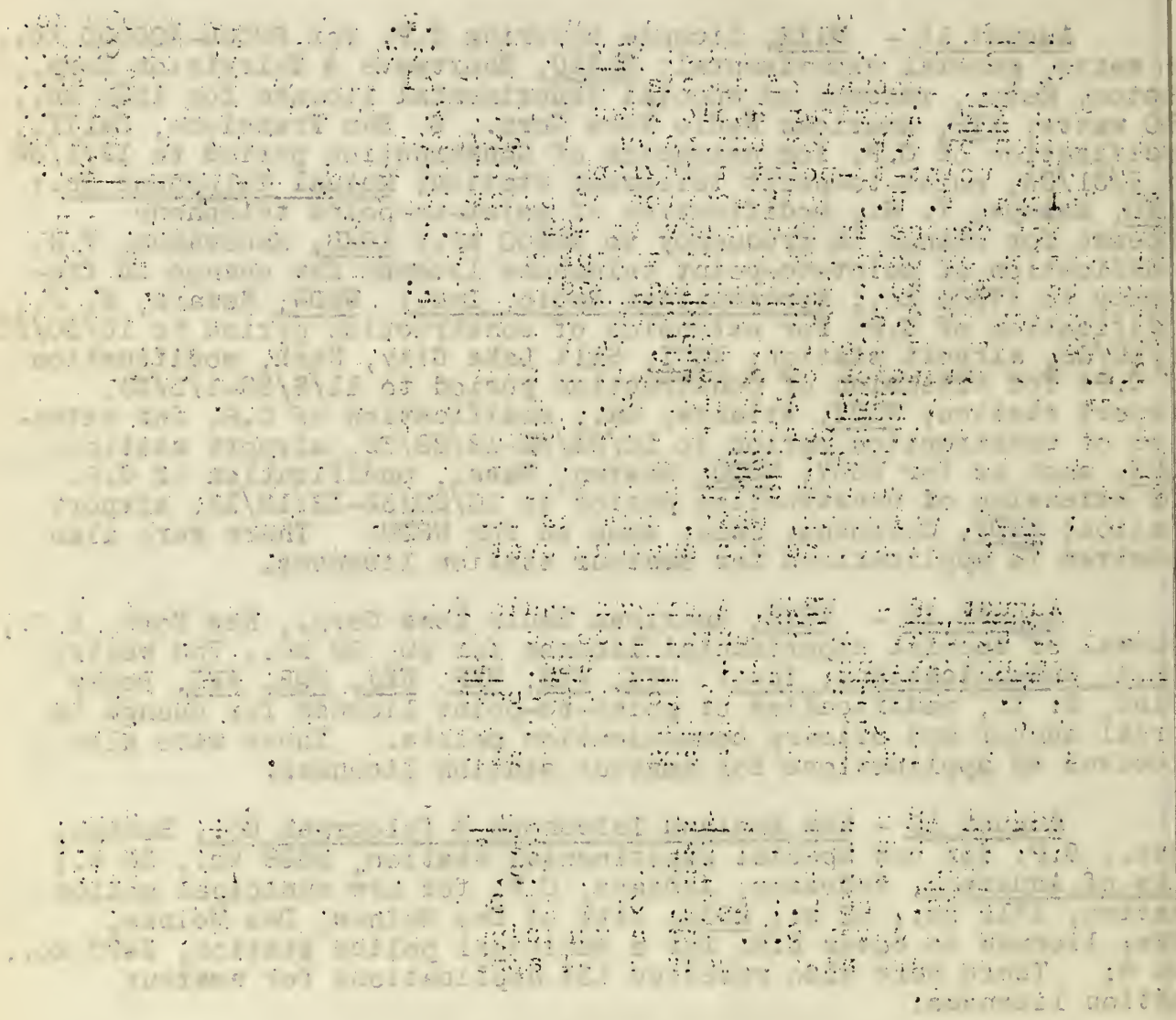
Applications Other Than Broadcasting

August 17 - W1XE, license covering C.P. for 60000-400000 kc., 25 watts, general experimental; W1XAU, Shortwave & Television Corp., Boston, Mass., renewal of special experimental license for 1550 kc., 500 watts; KIP, American Radio News Corp., S. San Francisco, Calif., modification of C.P. for extension of Construction period to 12/1/32 to 5/31/33, point-to-point telegraph station; Mutual Telephone Co.: K6XO, Kalepa, T. H., modification of point-to-point telephone license for change in frequency to 46200 kc.; K6XB, Manawahua, T.H., modification of point-to-point telephone license for change in frequency to 47300 kc.; Aeronautical Radio, Inc.: WSDW, Newark, N. J., modification of C.P. for extension of construction period to 10/30/32 12/19/32, airport station; KGTI, Salt Lake City, Utah, modification of C.P. for extension of construction period to 11/6/32-1/5/33, airport station; WSDY, Atlanta, Ga., modification of C.P. for extension of construction period to 10/23/32-12/22/32, airport station; KGUX, same as for WSDY; WSDU, Boston, Mass., modification of C.P. for extension of construction period to 10/20/32-12/19/32, airport station; WSDV, Columbus, Ohio, same as for WSDU. There were also received 72 applications for amateur station licenses.

August 18 - W2XH, American Radio News Corp., New York, N.Y., renewal of special experimental license for 95, 99 kc., 750 watts; R.C.A. Communications, Inc.: WFX, WEB, WKP, WKJ, WQB, WEZ, Rocky Point, N. Y., modification of point-to-point license for change in serial number and primary communication points. There were also received 46 applications for amateur station licenses.

August 19 - New England Telephone & Telegraph Co., Boston, Mass., C.P. for new special experimental station, 2322 kc., 50 w.; City of Anderson, Anderson, Indiana, C.P. for new municipal police station, 1712 kc., 50 w.; KGZG, City of Des Moines, Des Moines, Iowa, license to cover C.P. for a municipal police station, 2470 kc., 100 w. There were also received 134 applications for amateur station licenses.

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HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING WASHINGTON, D. C.

ISSUED TWICE A WEEK AND CONTAINING THE LATEST INFORMATION REGARDING THE RULINGS OF THE FEDERAL RADIO COMMISSION, RADIO LEGISLATION, DEPARTMENT OF COMMERCE REGULATIONS, CHANGES IN WAVELENGTH, CALL LETTERS AND POWER, PATENTS, EXPORTS, FEDERAL TRADE COMMISSION RULINGS AND OTHER MATTERS OF INTEREST TO BROADCASTERS AND MANUFACTURERS. :: :: CONFIDENTIAL—NOT FOR PUBLICATION. :: ::

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National Broadcasting Company, I. GENERAL LIBRARY 711 Fifth Avenue, New York, N. Y.

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No. 556

RECEIVED AUG 27 1932 PRESS

COST OF TELEVISION RETARDS GROWTH

Television has passed the stage where there is any doubt that it is scientifically practicable, and now faces the problem of being developed inexpensively enough so as to be commercially practicable, declares Harold A. Lafount, acting chairman of the Federal Radio Commission.

"Reports from experimental laboratories reveal that slowly but steadily and inevitably, the scientific barriers are being surmounted", he said. "Television's scientific practicability is inevitable - the chief problem now is to cut down manufacturing and operating expenses so television will become a commercial industry".

Although no recent official reports have been received by the Commission, it is understood significant progress has been made during the last few months in the experimental laboratories. Obstacles which have heretofore seriously worried scientists seeking to develop television, have apparently been overcome sufficiently to assure their standing in the way no longer.

Laboratories are working now harder than ever before, and are concentrating their efforts on reducing expenses of manufacturing and operation of television apparatus. As things are now, it is impractical to forecast any immediate time when apparatus will be inexpensive enough to come within the reach of the average pocketbook. And until cheaper methods of manufacture and operation are found, there is no chance that television will develop into a great industry.

Its potentialities, however, are almost limitless. In combination with broadcasting, television will become one of this country's greatest industries, affecting every resident of the United States.

"Ever since its creation the Commission has been frequently petitioned to put television on a commercial basis", said Commissioner Lafount, "as if the Commission by the passing of rules and regulations could create for an industry a state of technical perfection which the best engineers in the country have not been able to achieve.

"The position of the Commission is very clear and quite simple in this respect. As soon as the television art is perfected to the point where the average layman can expect a comparatively fair amount of entertainment from his television receiver, it seems reasonable to suppose the Commission will not arbitrarily bar the way to economic progress in this field.

"If what has the essentials of a huge industry in the making must grow, live and prosper within perhaps only 10 channels, as is now the case, only the most extreme caution in the original granting of television licenses can prevent chaos."

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PAUL KLUGH AND J.G. GRUNOW WILL GO TO MADRID

Paul B. Klugh, president of the Zenith Radio Corporation, Chicago, and James G. Grunow, of the Grigsby-Grunow Co., Chicago, will represent the American radio industry at the international radio conference opening at Madrid, Spain, September 3. The announcement that the industry would be represented at the conference was made following a meeting of the Radio Manufacturers Association in Cleveland on August 23.

About 75 members of the RMA were present at the meeting. New by-laws were adopted and new officers elected for the coming year.

Fred D. Williams, of Indianapolis, was reelected president. Austin T. Murray, of Springfield, Mass., was chosen chairman of the radio sets division and first vice president; S. W. Muldowney, of New York City, chairman of the tube division, and second vice president; Leslie F. Muter, of Chicago, chairman of the parts, cabinets and accessories division and third vice president, and Richard A. O'Connor, of Fort Wayne, Indiana, chairman of the amplifier and sound equipment section and fourth vice president.

E. N. Rauland, of Chicago, was named treasurer, and Bond P. Geddes, executive vice president.

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WFLA-WSUN ISSUES HISTORICAL BROADSIDE

Following the dedication of the new station WFLA-WSUN, owned by the cities of Clearwater and St. Petersburg, Fla., an 8-page,newspaper size broadside has been issued containing historical and other references to the undertaking. WFLA-WSUN now operates with 1000 watts power at night, and 2500 watts in the daytime.

It is operated by the Florida West Coast Broadcasting Company and according to W. Walter Tison, executive vice president, it is the first broadcasting station to make use of the directional antenna.

The broadside sets forth the advantages of WFLA-WSUN coverage and carries with it two articles explaining the directional antenna system- one by Benjamin Adler, sales agent of the RCA-Victor Co., and the other by Commander T.A.M. Craven, USN, retired. The station operates full time on 620 kilocycles. It operates through a jointly-owned transmitter, located at Bayview, Clearwater, and is affiliated with the National Broadcasting Company.

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AMERICAN RADIOS LIKED IN NEW ZEALAND

Fully 75 per cent of all the radio sets sold in New Zealand are of American make, according to Trade Commissioner Julian B. Foster's report to the Department of Commerce.

Local manufacturers, he says, are making substantial progress, but have not yet seriously threatened United States trade. English makers have not been able to produce a set capable of getting long-distance stations at a price which can compete with the American article.

The steady increase in radio sales throughout New Zealand has been a striking feature of the general business slump. Although 11,000 sets were distributed in the country during 1931, it appears probable, according to Foster, that 1932 will see a larger number sold and that sales will continue to expand for another two years at least.

The New Zealand demand is for the low-priced, four, five and six-tube superheterodyne electrically operated sets. It is estimated that there are more than 70,000 radio sets in use in the country at the present time.

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DUBLIN TO HAVE RADIO EXHIBITION

Ireland's annual radio and gramophone exhibition will be held in Dublin this year from September 19 to 24. Arrangements are being made by the committee, it is said, for a really representative display of modern wireless and radio apparatus. Many exhibits of television apparatus are also expected to be shown.

It is pointed out that the annual exhibition has met with increasing success each year and is important as an advertising medium, aiding materially in the increased sale of radio sets in the Free Press in recent years.

The volume of trading in radio has shown steady improvement throughout the Irish Free State.

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MACKAY RADIO EXPANDING

The granting of construction permits for ten new transmitters for oceanic radio communication to the Mackay Radio and Telegraph Company, means the entrance of that company into international radio communication on a large scale. Engineers of the commission estimate that the installation of these additional transmitters will cost about $1,000,000. All the transmitters will be of 20,000 watts power. Four will be at Sayville, L.I. for additional transatlantic and South American traffic, while six will be located at Palo Alto, Cal., for transpacific work.

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BROADCASTERS AGREE TO PAY COMPOSERS PERCENTAGE OF ANNUAL RECEIPTS

The long-waged battle between composers and broadcasters over payment for the use of copyrighted music on the radio, which reached a deadlock in July, resulted in an amicable agreement yesterday when the National Association of Broadcasters consented to pay the American Society of Composers, Authors and Publishers a substantially increased annual fee, the New York Times reports.

The terms of the new three-year license, effective on September 1, require the broadcasters to pay 3 per cent tax for the first year on the net receipts from the sale of time on the air, a 4 per cent fee for the second year and a 5 per cent toll for the third year. In addition, a "sustaining" license fee, equivalent to the toll exacted under the present system of flat assessment is required.

The terms of the new contracts were announced by E. C. Mills, general manager of the society, who dealt directly with the broadcasters in the negotiations.

With the broadcasters' present contract expiring on September 1, there had been considerable speculation in broadcasting and musical circles on the outcome of the copyright tax situation, which apparently had reached an impasse, threatening to result in a boycott of all copyrighted music on the radio.

Station officials at first opposed payment on a percentage basis. Instead of paying $933,000, the amount the broadcasters were taxed in 1931, they offered a flat fee of $1,250,000 a year, which was rejected by the committee representing the composers. Then the terms of the new contract were offered. This also was rejected at first, and the announcement of the acceptance caused some surprise.

"We are grateful for the decent, fair and generous attitude that the broadcasters have taken in this matter", Mr. Mills said. "We are confident that they had no thought of depriving the American public of the opportunity of hearing copyrighted music over radio stations throughout the country. We are cognizant of the fact that, especially in these times of depression, the substantially increased fee might place a considerable burden upon certain broadcasters, but we were left with no alternative other than seeking a higher fee.

"Since the tremendous decline in the sale of sheet music and phonograph records, which may be traced directly to radio broadcasting, the composers' chief revenue must necessarily come from radio. It was an economic emergency measure that prompted the increased tax in order that those engaged in the composition of musical works might be adequately compensated for their efforts.

"In the case of network programs the increased tax on gross receipts will be payable by the key stations, two or more stations operating simultaneously being considered a network.

Naturally this places the greatest burden on the networks, where it properly belongs, since they are the greatest users of music and since they derive the largest share of the profits in the employment of copyright music.

"But the fact remains that the new rate will make the gross tax considerably lower for 310 stations, with approximately 100 stations paying a higher rate. The reason for this is that the society's present contract is based upon station power, radio population and service area.

"The new system of assessment, while it may seem drastic and to impose the greatest burden on the networks, was the only course open to the society and it is in conformity with its policy of sharing in the revenues of copyright users who exploit the products of their owners for financial gain."

The society derived about $933,000 from its present system of flat assessments on broadcasting stations during 1931 and will collect that revenue as a "sustaining" charge in addition to increasing it with the new percentage tax. The total time sold to clients on the air last year brought to the broadcasting stations between $50,000,000 and $60,000,000, according to Mr. Mills. Based on the $50,000,000 figure, the society would derive $1,500,000 in the first year under the new tax, $2,000,000 the second year, and $2,500,000 the third year, in addition to the "sustaining" charge.

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BROADCASTERS GIVE SCHUETTE DICTATORIAL POWERS

The following statement by Harry Shaw, president of the National Association of Broadcasters, was announced today (Thursday) from the Washington headquarters of the Association:

"The Board of Directors of the National Association of Broadcasters has conferred dictatorial powers on Oswald F. Schuette, of Washington, D. C. to cope with the pressing problems confronting the broadcasting industry. His first duty will be to negotiate the details of contracts between individual members of the Association and the American Society of Composers, Authors and Publishers to carry out the new percentage basis of royalties which was accepted at a special meeting of the Board held at the Hotel Commodore in New York City.

"Mr. Schuette will cooperate with Philip G. Loucks, managing director of the National Association of Broadcasters.

"The appointment of Mr. Schuette by the Board of Directors was intended as a vigorous protest on the part of the leaders of the industry against the attempt to levy extortionate royalty fees on the industry at this critical time. We hope, therefore, that the final contracts will be such that the American broadcasting industry can accept them and at the same time continue the high grade of its public service."

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ECLIPSE RADIO EFFECT TO BE STUDIED

Three scientists of the Commerce Department's Bureau of Standards' staff are on their way to Nova Scotia to study the eclipse of the sun there on August 31, in an effort to obtain data which may lead to information on causes of fading and interference of radio reception, according to information made public by Acting Director Lyman J. Briggs, of the Bureau.

This will be the last opportunity for about 30 years for scientists to study a solar eclipse in this part of the American continent. The Bureau of Standards' scientists are the only ones who will be making observations from the standpoint of radio transmission exclusively.

The scientists, T. R. Gilliland, K. A. Norton, and E. Carnes, are taking two trucks with their equipment. Their observations will be made over a three-day period prior to the eclipse, which occurs at 3:30 p.m., EST, and for three days subsequent to the eclipse.

At the same time observations will be made from the Bureau in Washington, D.C. This work will be under the direction of S.S. Kirby, who will be assisted by L.V. Berkner. The latter was a radio expert with Commander Byrd on his South Pole expedition.

The observations to be made by the Bureau of Standards scientists do not depend upon clouds or other weather conditions, as the entire work is done by radio and can be performed quite as effectively on a cloudy day as on a clear day. Even if the sun is not visible it is known to a second when the eclipse will occur.

Observations made during the eclipse are considered valuable because at such a time a study can be made of the Kennelly-Heaviside layer much better than at any other time. This layer, so called, apparently exists about 70 or 80 miles above the earth and reflects radio beams much like a mirror reflects light. The layer changes in intensity and height above the earth and as it changes it causes skipping and fading of radio beams, both of which are familiar to radio listeners.

According to Dr. Briggs, the observations may give radio engineers and scientists additional information about this layer. It is now believed that the Kennelly-Heaviside layer is, in reality, two layers. The lower layer is more consistent in its performance than the upper one.

In making their observations, the scientists will use two radio cars. One will send messages into space and the other will receive them as the radio beams are reflected back from the Kennelly-Heaviside layer. The measurement of the time it takes the beams to go to the layer and return determines the height of the layer.

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APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

August 22 - WCAC, Connecticut Agricultural College, Storrs, Conn., C.P. for changes in equipment and increase power from 250 watts to 250 watts night, 500 watts day to local sunset; WHIS, Daily Telegraph Printing Co., Bluefield, W. Va., modification of license to change hours from shares equally with WRBX to unlimited, facilities of WRBX, Roanoke, Va.; Roanoke Broadcasting Co., Roanoke, Va., C.P. for new station to use 1410 kcs., 250 watts, share with WHIS, requests facilities of WRBX, Roanoke, Va.; KTHS, Hot Springs Chamber of Commerce, Hot Springs National Park, Ark., special authorization to operate experimentally 8 hours daytime on 970 kcs., share night with KRLD on 1040 kc.; KRLD, KRLD Radio Corp., Dallas, Texas, special authorization to operate experimentally with unlimited day hours, share night with KTHS on 1040 kcs: KMBC, Midland Broadcasting Co., Kansas City, Mo., C.P. to move transmitter outside city limits of Kansas City, Kans.; KGHL, Northwestern Auto Supply Co., Billings, Mont., license to cover C.P. issued 4/29/32 for chang. in studio location, change in equipment, increase day power to 2½ KW (1 KW night); KFRC, Don Lee, Inc., San Francisco, Calif.; KGB, San Diego, Cal., and KHJ, Los Angeles, Cal., - voluntary assignment of licenses to Don Lee Broadcasting System.

August 23 - WJMS, Johnson Music Store, Ironwood, Mich., modification of license to request unlimited hours of operation instead of daytime only; KDKA, Westinghouse Electric & Manufacturing Co., Pittsburgh, Pa., license for authority to use special experimental station W8XAR as alternate transmitter at KDKA; KRMD, Radio Station KRMD, Inc., Shreveport, La., modify C.P. issued 7/22/32 for local change of transmitter to request changes in equipment and increase in power from 50 to 100 watts; WTSL, G. A. Houseman, Laurel, Miss., voluntary assignment of license to The Southland Radio Corporation; KGCU, Mandan Radio Association, Mandan, N.D. license to cover C.P. issued 5/24/32 for changes in equipment

Applications Other Than Broadcasting

WSDR, Aeronautical Radio, Inc., Madison, Wis., C.P. to rebuild station destroyed by fire, 2854, 3005, 5377.5 kc., 400 w., (mobile), 2668, 2672 (fixed), aeronautical and point-to-point aeronautical; American Radio News Corp.: WAL, Carlstadt, N. J., and WAK, Tinley Park, Ill., renewal of point-to-point telegraph licenses for 95, 99 kc., 20 kw., and 10 kw. respectively; WEEW, Carlstadt, N. J., and W9XL, Tinley Park, Ill., renewal of point-to-point telegraph license for 7625, 7640, 9230, 9390, 10090 kc., 1 kw. and 500 watts respectively; Don Lee, Inc.: W6XS, near Gardena, Cal., W6XK, and W6XAO, assignment of C.P.s and licenses to Don Lee Broadcasting System, visual broadcasting and special experimental;

Also, R.C.A. Communications, Inc.: WDS, Rocky Point, N.Y., modification of license for change in serial no. of transmitter to #25 and primary communication points to Rio de Janeiro, Pernambuco, point-to-point telegraph; WEF, Rocky Point, N. Y., modification of license for change in serial no. of transmitter to #45 and primary communication points to Rio de Janeiro, point-to-point telegraph;

WKW, Rocky Point, N. Y., modification of license for change in serial no. of transmitter to #40 and primary communication points to Buenos Aires, point-to-point telegraph; WDB, Rocky Point, N. Y., modification of license for change in serial no. of transmitter to #35 and primary communication points to Paramaribo, Curacao, point-to-point telegraph; The San Francisco Chronicle, San Francisco, Calif., C.P. for 1550-1700 kc., 50 watts, broadcast pickup (temporary); Westinghouse Elec. & Mfg. Co., New Portable - C.P. and license for new station 1566 kc., 100 watts, temporary broadcast pickup. There were also received 137 application for amateur station licenses.

August 23 - W5XC, Ozark Radio Corp., Shreveport, La., voluntary assignment of license to Capitol Radio Transmitting & Detection Corporation, general experimental station; W4XB, Wade H. Dellinger, Charlotte, N. C., license to cover C.P. 41000, 51400, 60000-100000 kc., 15 watts, general experimental station; KGHO, State of Iowa, Des Moines, Iowa, modification of license, change in frequency to 1534 kc., and increase in power to 1000 watts, State police station; Durham Life Insurance Co., portable, initial location in or near Raleigh, N. C., 60000 to 400000 kc., 15 watts, C.P. for a new general experimental station. There were also received 78 applications for amateur station licenses.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted
(August 23, 1932)

WRC, National Broadcasting Co., Inc., Washington, D. C., license to cover C.P., 950 kc., 500 w., unlimited; authority to use present equipment as an auxiliary transmitter; WBEN, WBEN, Inc., Buffalo, N. Y., license to cover C.P., 900 kc., 1 KW, unlimited; also, input power with following additional power specifications: Antenna current 6.12 amperes for 1 KW. Antenna resistance - 26.7 ohms, Antenna: Type inverted "L" - length 140 ft; height of vertical lead 140 ft.; counter poise; towers, wooden poles; W. S. Bledsoe & W. T. Blackwell; KTSM, El Paso, Texas, and WDAH, El Paso, Texas, consent to voluntary assignment of license to Tri-State Broadcasting Co., Inc.; WEBQ, First Trust & Savings Bank, Harrisburg, Ill., consent to voluntary assignment to license to Harrisburg Broadcasting Co.; WHAS, The Courier-Journal and the Louisville Times, Louisville, Ky.; temporary authority to test transmitter construction by virtue of authorization with full rated power of 50 KW, authorization permits power of 25 KW; WSYR-WMAC, James G. Tracy & Edmund M. Smedberg, executors of estate of Clive B. Meredith, Syracuse, N. Y., involuntary assignment of license from Clive B. Meredith to James G. Tracy & Edmund M. Smedberg, Executor of estate of Clive B. Meredith.

Also, Westinghouse Electric & Manufacturing Co.: New Portable, C.P. (tem. broadcast. pickup), 1566 kc., 100 watts, Emission: A3 and special high quality telephony; also New Portable, 1566 kc., 100 w., emission: A3 and special high quality telephony. Authority granted to use this station Aug. 23 to 26, inc., in connection with National Air Races to be held at Cleveland, Ohio; Aeronautical Radio, Inc.: WSDR, Madison, Wis., C.P. (Aviation, aero point-to-point aero) (a) 2854, 3005 kc., unlimited, 5377.5 day only (b) 2668, 2672 kc., unlimited. Power: 400 w. Emissions: A1, A2, A3, (b) Points of comm.: frequs.: (a) primarily with aircraft flying the Brown Chain west and north of Chicago (b) Aeronautical point-to-point station west and north of Chicago; Howard A. Seyse, Mobile in Erie Co., N. Y., C.P. 51400 kc., 10 w., Emission: A1, A2, A3 and special, provided max. comm. band width plus tolerance does not exceed the frequency separation band width; Also, granted frequencies: 51400, 60500, 70500, 80500, 90500, 100500kc.; Power: 10 w. Emission A1, A2, A3 and special, provided max. Comm. band width plus tolerance does not exceed frequency separation band width.

Also, Pan American Airways, Inc.: Portable, Miami, Fla., C.P. (Gen. Exp.) Frequencies: 51400, 200000 and 300000 kc., Power: 1 w. Emission: A1, A2, A3, and special, prov. max. comm. band width plus tolerance does not exceed frequency separation band width; Also, on NC0752-V, license (aviation - Aircraft), 333, 500, 1708, 2870, 3082.5, 5405, 5692.5, 8220, 12330, 16440 kc., 12 watts, A1 emission; Stromberg-Carlson Telephone Manufacturing Co.: WJEP, Rochester, N. Y., C.P. (temp. broadcast pickup), 2342 kc., 10 w., A3 emission; also, license to cover C.P. 2342 kc., 10 W., A3 emission; will be used for special event broadcasts after permission is granted by Federal Radio Commission for each event; W3XS, Philadelphia Storage Battery Co., Philadelphia, Pa., license to cover C.P. (gen. exp.), 8650, 17300 kc., 1500 w., A1, A2, A3, emission unlimited, Rule 308; WPDM, City of Dayton, Police Dept., Dayton, Ohio, license to cover C.P. (emergency municipal police), 2430 kc., 150 watts, A3 emission.

Also, Aeronautical Radio, Inc.: KGUR, modification of C.P. (aviation - Aero. Point-to-point) to extend commencement date to within 60 days after 8/11/32 and completion date to 11/11/32; also modification of C.P. (aviation - aero.) to extend commencement date to 60 days after 8/11/32 and completion date to 11/11/32; KGPW, Salt Lake City (A municipal Corp.), Salt Lake City, Utah, license to cover C.P. (emergency municipal police) 2470 kc., 100 w., A3 emission WJER, The Journal Co. (The Milwaukee Journal) Portable, initial location Milwaukee, Wis., license to cover C.P. (temp. broadcast pick-up), 1566, 2390 kc., 7.5 watts, A3 emission, to operate so as to cause no interference; John M. Wells, NC-12603, license (exp. - gen. exp.) 60000 to 400000 kc., power: less than 50 watts, A1 and A3 emission; Flying Family, Inc., NC-150-H, granted (aviation -aircraft) license 500, 3105, 5520, 8280 kc., 15 watts, A1 and A3 emission.

Also, National Broadcasting Co., Inc.: WIEW, WIEX, WIEO Portables, initial location, New York, modification of license (temp. broadcast pickup) to operate an existing portable broadcast pickup station on board mobile units.

The following were granted temporary licenses pending action on docket cases:

WCOC, Mississippi Broadcasting Co., Inc., Meridian, Miss.; WKRC, WKRC, Inc.,Cincinnati, Ohio; WMT, Waterloo Broadcasting Co., Waterloo, Iowa; WNAX, The House of Gurney, Inc., Yankton, S. D.; WNOX, WNOX, Inc., Knoxville, Tenn.; KARK, Arkansas Radio & Equipment Co., Little Rock, Rak.; KELW, Magnolia Park, Ltd., Burbank, Calif.; KTAB, The Associated Broadcasters, Inc.,San Francisco, Cal.; KTM, Pickwick Broadcasting Corp., Los Angeles, Calif.;

The following applications were granted for renewal of broadcast station licenses:

WFI, WFI Broadcasting Co., Philadelphia, Pa.; WIBW, Topeka Broadcasting Association, Inc., Topeka, Kans.; WSYR-WMAC, James G. Tracy and Edmund H. Smedberg, executors of estate of Clive B. Meredith, Syracuse, N.Y.; WLBL, State of Wisconsin, Department of Agriculture and Markets, Stevens Point, Wis.; WMC, Memphis Commercial Appeal, Inc., Memphis, Tenn.; WTAG, and Auxiliary, Worcester Telegram Publishing Co., Inc., Worcester, Mass.; WOS, Missouri State Marketing Bureau, Jefferson City, Mo.; WWNC, Citizen Broadcasting Co., Inc., Asheville, N. C.; KFDM, Sabine Broadcasting Co., Inc., Beaumont, Texas; KFKA, The Mid-Western Radio Corp., Greeley, Colo.; KFSD, Airfan Radio Corp., Ltd., San Diego, Calif.; KUSD, University of South Dakota, Vermillion, S. D.; WGST, Georgia School of Technology, Atlanta, Ga., granted temporary license subject to such action as Commission may take upon certain applications to be filed to effectuate transfer of license to such parties as are in legal control of station; KGFX, Dana McNeil, Pierre, S. D., temporary license conditioned upon any decision Commission may render upon application of WNAX, which had hearing June 15, 1932.

Applications Designated For Hearing

WOR, Bamberger Broadcasting Service, Inc., Newark, N. J.; KFPM, Dave Ablowich, trading as The New Furniture Co., Greenville, Texas, facilities applied for; WOL, American Broadcasting Co., Washington, D. C., C.P. to make changes in equipment and modification of licenses to change frequency from 1310 kc., to 1240 kc., increase power from 100 w. to 250 w.; Allen Wright Marshall, Jr., Allen Wright Marshall, Sr., and Aaron Malcom, LaGrange, Ga., C.P. 1500 kc., 100 w., specified hours (facilities WRDW); Peoples Broadcasting Corp., Jacksonville, Fla., C.P. 1370 kc., 100 w., specified hours (facilities WMBR);

Miscellaneous

WLBW, Broadcasters of Penna.,Erie, Pa., Commission reaffirmed its action of 6/3/32 granting applicant permission to move station from Oil City, Pa. to Erie following withdrawal of protest of WERE, Erie; WEVD, Debs Memorial Fund, New York, N. Y., right to join in protest against the removal of transmitter of WCGU from Brooklyn to Long Island City. This application was recently set for hearing on protest of WWRL, Long Island City.

Ratification Of Acts Of Commissioners

KHNLO, Drescher Solberg Corp., Inc., Merrick Long Island, N.Y., special authority to operate on 16560 kc., in addition to authority of August 9th, and granted authority to use maritime calling frequencies assigned for secondary purpose of communicating with amateur stations on condition that such transmission shall not interfere with primary use of these frequencies for regular comm. maritime communication and provided that the messages to be exchanged with amateur stations will contain no material savoring of a commercial transaction or for publicity or publication purposes (date of action: 8/20/32); WJBI, Monmouth Broadcasting Co., Red Bank, N. J., extended temp. license from August 22 to 3 A.M., Sept. 22 (date of action 8/20/32); WIEK, Atlantic Broadcasting Corp. New York, authorized to use broadcast pickup station August 19 to 30, frequency 1542.5 with con. arrival transatlantic flyer, Mollison also, authorized to use broadcast pickup station August 20 to 31, incl., connection broadcast Womans Endurance Flight (Com. action 8/17/32)

Also, WMBH, Edwin D. Aber, Joplin, Mo., consent to voluntary assignment of license to W. M. Robertson (Comm. action 8/19/32); also license to cover C.P. 1420 kc., 100 w., night 250 w. day, specified hours (Comm. action 8/19/32); KFBI, Farmers & Bankers Life Insurance Co., Milford, Kans., authorized suspension of working of Rule 145 provided station strictly complies with Rule 144 (Com. action 8/19/32)

Action On Examiners' Reports

Sparks-Withington Co., Jackson, Mich., C.P. granted for visual broadcast station to be operated upon the bands 1600-1700, 43000-46000, 48500-50300, 60000-80000 kc., with 100 w., also C.P. for special experimental station to be operated on the same bands and in addition 1550 kc., with 100 w., sustaining Examiner Elmer W. Pratt; Bernard Hanks, Abilene, Texas, denied application for C.P. for new broadcast station to operate upon 1340 kc., 100 w., power unlimited time sustaining Examiner Elmer W. Pratt; WCSH, Portland Maine, KOIN, Portland, Oregon, WDAY, Fargo, S. D., and WFIW, Hopkinsville, Ky., denied petition for reconsideration of refusal to grant increase of power to 5 KW, oral argument was also denied and request for amendment of regulations.

Amateur Licenses

The Commission granted licenses for 399 amateur stations, of which 77 were new, 274 renewals and 48 modifications (action taken 8/19/32).

The Commission also granted licenses for 255 amateur stations, of which 122 were new, 122 renewals and 11 modifications (August 23, 1932).

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HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING WASHINGTON, D. C.

ISSUED TWICE A WEEK AND CONTAINING THE LATEST INFORMATION REGARDING THE RULINGS OF THE FEDERAL RADIO COMMISSION, RADIO LEGISLATION, DEPARTMENT OF COMMERCE REGULATIONS, CHANGES IN WAVELENGTH, CALL LETTERS AND POWER, PATENTS, EXPORTS, FEDERAL TRADE COMMISSION RULINGS AND OTHER MATTERS OF INTEREST TO BROADCASTERS AND MANUFACTURERS. :: :: CONFIDENTIAL—NOT FOR PUBLICATION. :: ::

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AUG 30 1932
G. W. [illegible] STONE

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PRESS

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No. 557

SUBSCRIPTION PRICE, $10. PER MONTH. NO CONTRACT REQUIRED.

SCHUETTE BEGINS NEGOTIATIONS WITH COMPOSERS

Following a preliminary meeting in New York the latter part of last week, it is understood E. C. Mills, general manager of the American Society of Composers, will meet again tomorrow (Tuesday) in New York City for a further discussion of the new contracts between the composers and the broadcasters.

At the first meeting it was decided that it would be best to extend the licenses of all stations using 500 watts or less until October 1, thus enabling the composers and broadcasters to give their attention to the larger stations first.

Mr. Schuette, who represents the National Association of Broadcasters, will attempt to iron out the difficulties of the individual broadcasters in the making of their new contracts with the composers.

Broadcasting stations in all parts of the country are said to be greatly upset by the new license fees. Several of them are said to be planning to disregard the agreement entered into by the organized broadcasters and to carry the matter into the courts, charging the American Society of Composers with being an "illegal monopoly". Acceptance of the new license terms certainly does not settle the matter. Far from it. It is almost certain that the Capitol will be the scene of a legislative fight over the matter during the coming winter.

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WISCONSIN PROVIDES STATE MOUTHPIECE FOR GOVERNMENT SPEAKERS

Wisconsin is the first State in the Union to allow all political parties to broadcast their campaign views on Government free of charge.

Governor La Follette, in a report on radio programs dealing with governmental matters recently transmitted to the Office of Education, calls attention to the broadcasting of programs sponsored by political groups during political campaigns as one of three types to be broadcast by the State stations. The other two consist of programs giving information on noncontroversial subjects and programs giving both sides of controversial subjects.

The experiment introduces an effort to treat impartially party questions by radio and is of great significance. The cost element also is met by the free use of the State-owned stations. The State will undertake no censorship, but limits the programs to State and national interests.

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RADIO PIONEER ANNOUNCES NEW LINE

Word has been received from Paul B. Klugh, Vice-President and General Manager of the Zenith Radio Corporation, of Chicago, that all Zenith distributors have received their new "All Star" 1933 Zenith receivers. They are now holding dealer meetings in various parts of the country and demonstrating the new sets.

"The reaction has been most favorable", says Klugh, "and sufficient orders have been booked to keep our plants going on a full time basis for some time to come. In comparison with a year ago, there is a decided increase in firm and non-cancellable orders.

"In the past six months we have added men and equipment in our engineering laboratories, furniture plant and cabinet designing departments. The investments have been well worth while, as evidenced by the enthusiastic distributor and dealer response. The furniture in the line is the most beautiful we have ever produced. The performance of the sets is not in our opinion excelled. So well have our engineers worked that we have publicized the following:

> "'We challenge anyone to name a single demonstrable improvement known in radio which is not found in the Zenith 1933 line, and we further challenge anyone to name a radio line which contains all the improvements found in our Zenith 1933 line.'

"But performance and beauty of cabinets is not the whole story. The prices of our radios are astoundingly low, competitive in every sense of the word and especially low from the Zenith standpoint, for Zenith has in the past built the highest priced sets ever manufactured. The same quality which characterized Zenith in the past is in every Zenith set built today.

"We have fourteen models in all, in five different chassis styles, ranging in price from $49.95 to $184.00, including tubes and tax paid. This includes Short Wave, Standard Band and Long Wave circuits. Typical of the values in our new line is a beautiful console cabinet selling at $62.50, and an Automatically Tuned six legged console at $102.50 - the lowest price at which a Zenith with this exclusive, patented, "Press-the-button - there's your station" feature, has ever been sold.

"But the greatest stride forward, made in the entire radio industry this year, is the Zenith type '59 seven prong tube. It is so new that only recently has the tube association assigned a number to it - and as yet no other set manufacturer has had time to adopt it. The Zenith '59 tube is an indirectly heated Cathode tube, replacing all former filament types of power tubes. It combines every advantage of both Class A and Class B amplification - and none of the disadvantages. Hum is eliminated entirely and there is no distortion, even at lowest volume.

"There are other features, of course, which contribute to the perfect whole - such as our new automobile dash type instrument panel; illuminated by four dial lights. This feature permits the user to actually log not only the kilocycles of the station but the desirable volume of tone on one indicator, and the preferred tone shade on another illuminated indicator. Our new catenary control takes its place among radios great technical developments. In essence, it serves as an automatic mixing chamber for tone shades at all volumes, and assures perfect balance of tone at all times. Two speakers share with each other the peak loads - and an advanced type of Zenith automatic volume control avoids annoying blasting and noise between stations as well as preventing fading. Automatic Tuning - that exclusive patented Zenith feature which no one else has yet been able to duplicate or provide a substitute for, continues in several models.

"All in all, we believe Zenith has not only a desirable line of merchandise for the consumer, but a line which any dealer should be proud to sell - for Zenith today stands almost alone as an advocate of clean selling - with no blemish on its seventeen year record for cut price or dumped merchandise. And it is to the best of our knowledge the only nationally known manufacturer who continues to build and sell radio receivers - and nothing but radio receivers."

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CLEARMAN OPENS OFFICE AS RADIO CONSULTANT

W. J. Clearman, former chief investigator for the Federal Radio Commission, has opened offices as a radio consultant in Washington, D. C.

Mr. Clearman entered the Commission as the Assistant Secretary within a month after its first meeting and acted in the capacity of chief investigator for four years.

He will serve radio stations in cooperation with their attorneys in the preparation of cases - making field investigations, taking depositions of witnesses and attending to other matters in connection with hearings before the Federal Radio Commission.

Mr. Clearman's offices are located at 3824 Warren Street, N. W., Washington, D. C.

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Fred P. Guthrie, manager of the Washington offices of the Radio Corporation of America, will accompany his brother, who is Professor of Astronomy at the Louisiana State University, to New Hampshire, where they will make a study of the eclipse on Wednesday.

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NEW RMA BOARD AND DIVISION COMMITTEES ANNOUNCED

The new Board of Directors elected and placed in control of the RMA, comprising twelve leading set manufacturers, three tube manufacturers, two parts and accessory manufacturers, and one director representing sound equipment and amplifier manufacturers follows:

A. Atwater Kent, President, Atwater Kent Manufacturing Co.; James M. Skinner, President, Philco Radio & Television Corp.; W. Roy McCanne, President, Stromberg-Carlson Telephone Manufacturing Co.; J. R. McDonough, President, RCA Victor Co., Inc.; William Sparks, The Sparks-Withington Co.; Powell Crosley, Jr., President, The Crosley Radio Corp.; J. Clarke Coit, President, U. S. Radio & Television Corp.; Arthur T. Murray, President, United American Bosch Corp.; A. S. Wells, President, Gulbransen Co.; Franklin Hutchinson, Jr., President, Kolster Radio, Inc.; Paul B. Klugh, Vice-President, Zenith Radio Corp.; B. J. Grigsby, President, Grigsby-Grunow Co.; Elmer T. Cunningham, President, RCA Radiotron Co., Inc.; S. W. Muldowny, Chairman of the Board, National Union Radio Corporation; George Lewis, Vice-President, Arcturus Radio Tube Co.; Leslie F. Muter, President, The Muter Co.; Richard A. O'Connor, President, Magnavox Co., Ltd.; Fred D. Williams, Vice President, P. R. Mallory & Co., Inc.

Several new companies, notably the Zenith Radio Corporation and the Grigsby-Grunow Company, of Chicago, were elected to RMA membership and also to representation on the Board of Directors.

Creation of four distinct divisions in the RMA to press special interests of manufacturers in each of the four groups is a feature of the reorganized RMA. These are the Set Division, the Tube Division, the Parts, Cabinet and Accessory Division, and the Amplifier and Sound Equipment Division. Initial organization meetings of each division were held at Cleveland following the general membership meeting.

Chairmen and representative executive committees to function for each division were chosen, and all of the divisions began discussion of plans and programs and important industry problems.

Following are the Chairmen and Executive Committees chosen of the four new RMA divisions:

SET DIVISION - Chairman, Arthur T. Murray, President, United American Bosch Corp., Springfield, Mass.; James M. Skinner, President Philco Radio & Television Corp., Philadelphia, Pa.; W. Roy McCanne, President, Stromberg-Carlson Tel. Mfg. Co., Rochester, N.Y.; Paul B. Klugh, Vice-President Zenith Radio Corp., Chicago, Ill.; Powell Crosley, Jr., President, The Crosley Radio Corporation, Cincinnati, Ohio.

TUBE DIVISION - Chairman, S. W. Muldowny, Chairman of the Board, National Union Radio Corp., New York, N. Y.; B. G. Erskine, President, Hygrade Sylvania Corp., Emporium, Pa.; H. S. Schott, Sales Manager, National Carbon Co., Inc., New York, N. Y.

PARTS, CABINET AND ACCESSORY DIVISION - Chairman, Leslie F. Muter, President, The Muter Co., Chicago, Ill.; Arthur Moss, President, Electrad, Inc., New York, N. Y.; R. T. Pierson, Sales Manager, General Cable Corp., Fort Wayne, Ind.; N. P. Bloom, President, Adler Manufacturing Co., Louisville, Ky.; H. H. Eby, President, The H. H. Eby Manufacturing Co., Inc., Philadelphia, Pa.; H. B. Richmond, Treasurer, General Radio Co., Cambridge, Mass.; C. H. Bunch, Sales Manager, The Acme Electric & Mfg. Co., Cleveland, Ohio; Ernest Searing, President, International Resistance Co., Philadelphia, Pa.; H. E. Osmun, Sales Manager, Central Radio Laboratories, Milwaukee, Wis.; F. C. Best, President, Herbert H. Frost, Inc., Elkhart, Ind.

AMPLIFIER AND SOUND EQUIPMENT DIVISION - Chairman, Richard A. O'Connor, President, Magnavox Co., Ltd., Fort Wayne, Ind.; J. B. Hawley, President, Hawley Products Co., St. Charles, Ill.; E. N. Rauland, President, The Rauland Corp., Chicago, Ill.

Later there will be chosen additional members of the Executive Committees of the Tube and the Amplifier and Sound Equipment Divisions.

All four division chairmen also were elected Vice Presidents of the RMA and, with President Williams, will compose the Executive Committee, Finance Committee and Budget Committee of theAssociation.

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NBC NEW ACCOUNTS AND RENEWALS

NEW - Manhattan Soap Co., 441 Lexington Ave., New York City; Agency - Peck Advertising Co., New York City; Starts - Sept. 14, 1932 for 13 weeks, Wednesdays 11:45 to 12 noon; Basic Blue Network up to and including Chicago only WJZ, WBZ, WBZA, WBAL, WHAM, KDKA, WGAR, WJR, WENR; Program - Sweetheart Program - talk by Ruth Jordan with incidental music.

NEW - E. Fougera & Co. (Vapex), New York City; Agency - N. W. Ayer & Son, Inc., New York City; Starts - October 3, 1932 for 13 weeks, daily except Sunday, 5:15 to 5:30 P.M.; Network - WTAM only; Program - Twilight Tunes - musical cooperative program with one minute announcements.

NEW - General Foods Corp., New York City; Agency - Benton & Bowles, New York City; Starts - September 19, 1932 for 26 weeks, Monday, Wednesday, Friday, 5:15 to 5:30 P.M.; Network - WEAF, WBEN, WWJ, WSAI, WGY only; Program - dramatic - children's stories written and dramatized by Paul Wing.

RENEWAL - George W. Luft Co. (Tangee), Long Island City, Long Island; Agency - Cecil Warwick & Cecil, Inc., New York City; Starts - September 6, 1932, for 13 weeks, Tuesday and Thursday, 5:15 to 5:30 P.M.; Network - Eastern Blue up to and including Chicago, WJZ, WBZ, WBZA, WBAL, WHAM, KDKA, WGAR, WJR, WLW, WENR; Program - 14 piece orchestra dn narrator.

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THOSE WERE THE HAPPY DAYS

In reflecting back across the years, on the occasion of the dedication of the new WFLA-WSUN transmitter, owned by the cities of Clearwater and St. Petersburg, Fla., W. Walter Tison, Director of Broadcasting, told of the days when he did everything at the station from staring the "old coffee grinder" at night to announcing the programs and answering the fan mail.

Radio was still new and Mr. Tison related some of his exciting and memorial experiences. These included the time when a maniac locked the doors and took over the station for a religious service, a situation which was saved by the station going off the air until the studios could be forced open and the man carried to the local jail.

Another incident, Tison recalls, was when someone pulled the main switch cutting off the entire building where the station was located during the midst of a program featuring a noted local soprano just as she reached a high note. Still another he remembers was when the station did not receive its license in time from the government to start the transmitter one night.

Then when a telephone line carrying an important program out in town fell into a high power line and almost blew up the transmitter, tubes and all. Also the time when the operator went to sleep at the transmitter and Mr. Tison had to ride eight miles to shut it off for the night. Still another when the amplifier was left on and studio conversation was broadcast, this time the conversation was not printable.

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PLACARDS USED TO WAGE WAR ON CRIME

An example which other police departments in various parts of the country might follow has been set by Police Commissioner Mulrooney, who has caused the following placards to be displayed all over New York City:

"If you see a crime committed
"If suspicious persons loiter about your premises
"If danger threatens in any way
"Telephone Police Headquarters
and the new police radio system will bring you
assistance in a hurry
"Help Fight Crime".

(Signed) Edward P. Mulrooney
Police Commissioner

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NBC ENGINEERS TO STUDY ECLIPSE EFFECTS

The first observation of the effect of a total eclipse of the sun on ultra-short wave radio transmission will be conducted by National Broadcasting Company engineers.

Extensive measurements of reception strength are being planned by the radio technicians in an effort to obtain information which may throw much additional light on many of the problems which surround transmission on the ultra-high frequency wave band.

Observations will be conducted before, during and after the eclipse on broadcasting, short and ultra-short waves, according to O. B. Hanson, NBC engineering and plant operation manager, but it is the ultra-short waves which will receive the greatest attention. Broadcasting and short waves have been observed during an eclipse before.

For the purpose of the experiments, signals will be sent out on all three groups of wave lengths and the reception strength carefully tested at various points of vantage. As a result of these tests, it is hoped that deductions can be made, particularly in the ultra-high frequency range, which will add to the technical knowledge of the phenomenon of fading, as well as increase understanding of transmission as it is affected by the sun.

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NEW CUBAN TAX ON RECEIVERS

New Cuban radio taxes which cover all types of receiving sets are expected to reduce the already small profits of radio dealers in the Republic, according to advices to the Commerce Department from its Havana office. The former tax on radios, it is pointed out, covered only those with nine tubes or over and therefore affected comparatively few owners.

Under the new law graduated taxes based on the number of tubes range from $3 to $10 annually. While these taxes appear to be nominal, and are presumed to be paid by the owner, dealers believe that in most cases they will have to be absorbed by them, at least for the first year.

It is also believed in the trade that the new taxes will result in the return of a considerable proportion of sets now in possession of installment buyers who will not want to pay additional levies. Some criticism has been heard, the report declares, of the method in which the schedule has been applied. It is pointed out that sets that use five or six tubes but that retail for $250 or more will be assessed less than the more modern cheap sets which are using over eight tubes.

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W. E. DEVELOPS NEW RADIO-PLANE PHONE

After three years of operation in which the radio telephone has flown millions of miles over the air routes of the United States, a new type of equipment has been developed by the Western Electric Company in cooperation with the leading transport companies.

While the equipment embodies improvements throughout its entire design, one of the chief features is the use of superheterodyne circuits in the airplane receiver and a special crystal oscillator to stabilize the oscillator frequency. The new equipment also makes it possible for the pilot to use any one of three frequencies for transmitting by merely pulling a lever.

The receiver has such sharp selectivity that the occasional interference which has entered from adjacent radio channels is eliminated, thus making it unnecessary for airports to repeat messages that were interrupted. The output of the transmitter has been so increased in efficiency that pilots can speak to airports from greater distances than has been possible heretofore.

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COLUMBIA'S NEW AND RENEWED CONTRACTS

RENEWAL - Cream of Wheat Corp., (Cream of Wheat); Agency - J. Walter Thompson; Starting September 11;- Program - Angelo Patri - "Your Child", Sun., Wed., 7:45-8 P.M., rebroadcast 11:15-11:30; Network of 30 stations;

RENEWAL - Sterling Products, Inc., (Phillips' Dental Magnesia); Agency - Blackett, Sample, Hummert; Starting Sept. 27; Program - "Sterling Products Program", Tuesday, Thursday, Saturday, 8:15-8:30 P.M., Network of 22 stations.

RENEWAL - Lavoris Chemical Co. (Lavoris); Agency - Blackett-Sample-Hummert; Starting Sept. 26, Tuesday, Thursday, Saturday, 7:15-7:30 P.M.; Program - "Easy Aces", Network of 25 stations.

RENEWAL - William Wrigley, Jr. Co.; Agency - Frances Hooper Advertising Agency; Starting August 29, Monday through Friday inclusive, 7:00-7:15 P.M., rebroadcast 10:45-11:00; Program - "Myrt and Marge"; Network of 32 stations. "The Lone Wolf Tribe", an Indian Story, Monday, Wednesday, Friday, 6:45-7:00 P.M., 24 stations.

RENEWAL - Lehn & Fink (Pebeco); Agency - U. S. Advertising Agency; Starting September 16th; Tuesday, 11:15-11:30; Program - "Stories of the Living Great", Ida Bailey Allen; Network of 23 stations

RENEWAL - Time, Inc.; Agency - Batten, Barton, Durstine & Osborne; Starting November 4, Friday, 8:30-9:00 P.M.; Program - March of Time; Network of 33 stations

NEW - Spool Cotton Co. (J. & P. Coates Sewing thread and Clark's O N T); Agency, Paul Cornell Company; Starting September 6, Tuesday, 9:15-9:30 P.M.; Program - "Threads of Happiness"; Network of 43 stations.

RENEWAL - Charis Corp. (Corsets); Agency - John L. Butler Co.; Starting September 6, Tuesdays 2:15-2:30 P.M.; Program - "Charis Musical Revue"; Network of 45 stations.

RENEWAL - Congress Cigar Co. (La Palina); Agency - Batten, Barton, Durstine & Osborn; Starting Sept. 12, 8:30-8:45 P.M., Monday, Tuesday, Wednesday; Program - "Kate Smith and Her Swanee Music"; Network of 28 stations.

NEW - Stephen F. Whitman (Candy); Agency - F. Wallis Armstrong; Starting October 27, Thursday, 8:45-9:00 P.M.; Program - to be decided; Network of 38 stations.

RENEWAL - Del. Lack. & Western (Coal); Agency - Ruthrauff & Ryan; Starting October 2, 5:30-6:00 on Sundays; Program - "Blue Coal Revue"; Network of 10 stations.

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APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

August 26 - WILM, Delaware Broadcasting Co., Wilmington, Del., modification of license to change hours of operation from unlimited to specified hours, 10 A.M. to 9 P.M.; Arkansas Radio and Recording Co., Little Rock, Ark., C.P. for new station to use 890 kcs., 250 watts night, 500 watts day to local sunset; unlimited hours, requests the facilities of KARK, Little Rock, Ark.; Carrington Brothers, Eagle Pass, Texas, C.P. for new station to use 1210 kcs. 150 watts, daytime only.

The following application was returned to the applicant: WTEL, Foulkrod Engineering Co., Philadelphia, Pa., C.P. to move transmitter from Philadelphia to Somerton, Pa., move studio locally, install new transmitter, and change from 1310 kc., 100 watts, sharing with WHAT to 1170 kc., 5 KW, unlimited (facilities of WCAU, Philadelphia), (Rule 49).

Applications Other Than Broadcasting

Department of Conservation & Development of the State of New Jersey - Portables #1, #2, #3, #4 - C.P. and licenses to cover C.P., 34600, 41000, 51400, 60000 to 400000 kc., .5 watts, general experimental station. There were also received 88 applications for amateur station licenses.

August 26 - American Telephone & Telegraph Co.: W3XO, Portable in Sussex, Morris, Essex, & Somerset Counties, N.J., renewal of special experimental license, 6640-7330, 8570-10400, 11550-12890, 13720-15250, 17280-19530, 20000-22070 kc., 10 watts; W2XA, Rocky Point, N. Y., renewal of special experimental license, 45-75 except 46, 54, 56, 64, 66, 75 kc., 190 KW; R.C.A. Communications, Inc.: WEO, WDA, WBU, WDD, Rocky Point, N. Y., modification of point-to-point telegraph license for change in transmitter number and change in primary points of communication; WKO, WED, modification of point-to-point telegraph license for change in transmitter number.

Also, Tropical Radio Telegraph Co.: WBJ, WBV, WBW, WBY, WCE, WBQ, WBO, licenses to cover C.P. for 6770, 6777.5, 10450, 10460, 12940, 12955, 17580 kc., 1 KW, point-to-point telegraph; W1XN, Wesleyan University, Dept. of Physics, Middletown, Conn., renewal of general experimental license, 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310 kc., 250 watts; W10XAR, Western Electric Co., Portable, renewal of special experimental license for 278 kc., 10 watts. There were also received 63 applications for amateur station licenses.

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OPPOSES EDUCATIONAL STATION TIME SELLING

A vigorous attack is made in the bulleting of the National Committee on Education by Radio on the practice of educational stations seeling time.

"Not satisfied with having crowded nearly half the educational stations off the air, the commercial monopoly radio interests are seeking to destroy the others by boring from within", the Bulletin asserts. "The station is approached with the subtle suggestion that it sell time for advertising or that it take the national chain advertising programs originating in New York.

"Glowing pictures are painted of the profits that can be made. An institution which does not see far ahead is sometimes induced to sell its birthright for a mess of pottage. How can we expect freedom of teaching, which is the one excuse a university has for being, if the radio station is under obligation to commercial interests whose primary interest is not truth or common sense values but profits?

"To turn the college stations commercial is to destroy them, and the monopolists know this."

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HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING WASHINGTON, D. C.

ISSUED TWICE A WEEK AND CONTAINING THE LATEST INFORMATION REGARDING THE RULINGS OF THE FEDERAL RADIO COMMISSION, RADIO LEGISLATION, DEPARTMENT OF COMMERCE REGULATIONS, CHANGES IN WAVELENGTH, CALL LETTERS AND POWER, PATENTS, EXPORTS, FEDERAL TRADE COMMISSION RULINGS AND OTHER MATTERS OF INTEREST TO BROADCASTERS AND MANUFACTURERS. :: :: CONFIDENTIAL—NOT FOR PUBLICATION. :: ::

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No. 558

Note: Since Monday, September 5th, is a holiday, there will be no issue of the Business Letter on that day

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BOTH PARTIES SLASH RADIO EXPENSES

The hopes of the broadcasting companies for a rich harvest from political campaign broadcasting have faded.

The 1928 campaign on the air took more than $1,000,000 from the war chests of the major parties for radio. This year the maximum expenditure is not expected to exceed $500,000.

The complete radio schedule for the Republican campaign has been approved by former Senator Henry J. Allen, of Kansas, who is in charge of all Republican publicity. Mr. Allen was in New York conferring with radio officials. The oratory has been dovetailed with the regular radio programs. The final schedule, subject to last minute changes to take care of so-called strategic moves, was delivered at the White House for approval by President Hoover.

"As it looks now, the Republicans will spend about $250,000 for radio facilities", said a member of the Republican Radio Committee. "The broadcasters do not expect the Democrats will pay any more. There are too many places for the funds from the war chests. Money is not as plentiful as in 1928, therefore the smaller sum must be spread over a larger surface."

According to present plans, the National Broadcasting Company will get about $175,000 from the Republican campaign and the Columbia Broadcasting System about $80,000. The difference is attributed to the fact that NBC operates two networks, namely, WJZ and WEAF with affiliated stations, while Columbia has one coast-to-coast chain.

Furthermore, rates charged for time on the air have soared since 1928. Facilities of the combined networks could be purchased for an hour in 1928 for about $17,000, against $35,000 now. The indication, therefore, is that less time will be used on the air this year.

Mr. Hoover will make four or five broadcasts, according to the Republican program as now drawn. The complete schedule of radio speeches with the exact periods assigned for broadcasting will not be released until it is approved by Mr. Hoover.

Little time will be purchased from local stations, except a few spots in the Middle West. Most of the expenditure will go to the networks.

Possibilities of electrical transcriptions are being investigated but it is doubtful if the recorded broadcasts will play much of a role this year. No part in the campaign has been assigned to television.

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NEW COMMISSIONER NOT YET NAMED

There have been no indications from the White House as to when the President will appoint a successor to General Charles McK. Saltzman, who retired about six weeks ago.

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TELETYPE ADAPTED TO RADIO COMMUNICATION

The teletype machine, an instrument that at the pressing of a typewriter key converts alphabetical characters into sequences of dots and dashes to be sent over a wire line to a recording mechanism that reverses the process and rewrites the letters on a sheet of paper, has been adapted for long-distance radio and is now in use between San Francisco and the Hawaiian Islands, according to W. A. Winterbottom, Vice-President of R.C.A. Communications, Inc.

Up to this time teletype operation has been confined to wire lines. Only after much research and experimental work by engineers of the Radio Corporation of America, has the present achievement been attained, Mr. Winterbottom said. Tests are under way to immediately extend the service from San Francisco to New York, and other links are to be established in the near future.

Development work performed by the engineers to adapt teletype from wires to radio has brought within sight the possibility of multiple communication on a single radio frequency, he said. He expects that transmitting and receiving equipment now in use may be made to carry two or possibly three messages at the same time without interference. Such a result would greatly relieve congestion on wave lengths now employed for world-wide communication purposes.

Although teletype machines have been utilized experimentally in radio for some time, extensive engineering work had to be carried out before the engineers were satisfied with it as a medium for commercial messages. The radio obstacles were surmounted with the aid of a device called a "vacuum-tube impulse relay." Transmission and reception at San Francisco and Hawaii is handled solely by the RCA organization.

"Much development work had to be done to adapt teletype to radio", said Mr. Winterbottom. "Before the fruits of this effort could be realized there had to be a quality of transmission between intervening points considerably above the requirements of regular radio-telegraph operation.

"During the last few years the perfection of short-wave directional transmission and the diversity method of reception (method of eliminating fading has had much to do with providing the desired unvarying transmission. The one directs a maximum

amount of energy on the distant point and the other overcomes fading in reception. Now we have a means of transmission that is 300 per cent as rapid as the mechanical speed limit of the teletype, and we are investigating whether full advantage cannot be taken of this excess tolerance by working three services on a single radio channel. Development in central office equipment was closely coordinated with each transmission advance, and for purposes of teletype operation the final realization has been brought about by substituting vacuum tube relays for the customary direct current relays at critical points in the apparatus."

Mr. Winterbottom said all RCA communications traffic is now being handled between San Francisco and Hawaii by this method. It is not unlikely that in the near future a single radio circuit can be made to carry several different types of service, and this goal is clearly in sight, he added.

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COMMISSION GETS FEWER ADVERTISING COMPLAINTS

A member of the Federal Radio Commission declares that radio advertising of an offensive or monotonous nature has been almost entirely eliminated since the report of that body's recent advertising investigation was made public.

Since the report was published, showing to broadcasters for the first time the true figures on percentages of advertising in radio programs, the Commission, it is said, has not received a single objection to superfluous sales talk or any other kind of advertising.

For some time before the report was issued the Commission received regular complaints objecting to various methods of advertising.

"Until the report was made public", the Commissioner declared, "broadcasters never really knew just how much time was being devoted to sales talks. The investigation revealed that, on commercial programs, 18.11 per cent of the total hours were devoted to sales talks, while in all programs the percentage was 6.55.

"Broadcasters' reaction to these figures apparently has been a rational realization that advertising has occupied too much time. With nearly one-fifth of all commercial programs devoted to direct advertising sales talks, the listening public could not be criticized for their objections.

"The effect of showing broadcasters these figures is already noticeable. Not only has the amount of sales talk been materially reduced, but the manner in which advertising is presented is now less objectionable. The only reports received by

the Commission concerning advertising have expressed satisfaction with the manner in which advertising is now presented.

"It took some time to work out a solution, and to hit a happy medium satisfactory to both advertisers and listeners; but this apparently has been done. When broadcasters discovered their fault they were quick to remedy it.

"Instead of stopping an entertainment program or interrupting it, to announce direct sales talks, as has been done usually, advertising is now in many instances worked into the program itself. This practice is finding more favor among advertisers and broadcasters daily, and seems to be the best answer to listeners' complaints."

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ROY DURSTINE AND VIRGINIA GARDINER WED

The marriage of Miss Virginia Gardiner, daughter of Mr. and Mrs. Archibald Theodore Gardiner, and Roy Sarles Durstine, took place in New York City on Tuesday, August 30th.

Miss Gardiner is a dramatic actress, featured in many National Broadcasting Company productions. Mr. Durstine is a Vice-President of the advertising firm, Batten, Barton, Durstine & Osborn.

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SHORT RADIO WAVES CLEARER IN ECLIPSE

While static clicked somewhat more than usual yesterday afternoon, radio men studied the effects of the eclipse on transmission and reception and gathered data to ponder over for weeks in an effort to solve some of the mystery of the sun's influence on world-wide communication, writes Orrin E. Dunlap, Jr., in the New York Times.

"A general increase in static was evident on the longer waves", Mr. Dunlap continues. "Fading seemed to be greater on signals sent from East to West across the United States and very slight on messages travelling in the opposite direction.

"An unusual report came from engineers of the WABC system who were conducting a test with a radio-equipped airplane over Long Island. The 195-meter wave of the plane faded out entirely for an hour during the height of the twilight over New York's skyscrapers.

"Slight fluctuations were noted in the strength of the Canadian Marconi Company's 22-meter wave as received at Riverhead, L.I., but otherwise reports indicated that radio acted much the same as on other days.

"Engineering bulletins, after more careful study, may reveal unusual happenings, but last night those who engaged in careful tests of the waves could say little about the expected 'radio eclipse.'

"The effect on broadcasting stations in this vicinity, if there was any, was not noticeable to the ear with the exception of the slight spurt in static. It is believed that the lunar shadow was confined to a band too narrow to affect distance reception.

"The general opinion among New York engineers last night was that all the data collected at the various observational outposts must be correlated and studied before anything definite can be determined relative to the Kennelly-Heaviside layer, or 'radio roof.'

"One of the most interesting of the reports that reached New York last night came from the National Broadcasting Company. It referred to "indications that the eclipse of the sun added distance and signal strength to ultra-short-wave radio transmission." The finding is especially significant in that Marconi recently reported he had discovered a method of bending the ultra-short or quasi-optical waves around the earth's surface, thereby greatly increasing their range and utility.

"These small waves, less than a yard long, were transmitted from the top of the Empire State Building and received with unusual strength and clarity at Riverhead, L.I., about eighty miles away, and were picked up at a special receiving depot installed for the occasion atop Greylock Mountain, near North Adams, Mass., about 135 miles away.

"The point of reception was conducted by RCA-Victor Company engineers on the edge of the path of totality. The waves thus made one of the longest hops recorded in this country. On previous occasions even the eighty miles between Riverhead and the Empire State Building has been too great for the diminutive waves to cover without flying off into space. Marconi reported covering a distance of 167 miles in experiments conducted from his yacht, the Elletra.

"The unusual behavior of the ultra-short waves transmitted from the Empire State Building appears to be closely related to the conditions occasioned by the eclipse, according to C. W. Horn, General engineer of the National Broadcasting Company, who was in constant touch with both sending and receiving depots. Reports indicate that only receiving stations between the Empire State Building and the path of totality were affected, and that in New Jersey, on the opposite side of the building, reception was clear, steady and normal.

"Regarding the results of the engineers of the Columbia Broadcasting System who went aloft over Long Island in a radio-equipped plane to study the effect of the shadow on waves below the broadcast band, it was reported that the plane's 195-meter wave faded out entirely for an hour during the period of greatest darkness.

"Earlier in the day the wave had conveyed messages perfectly to two receiving stations on the earth, near Valley Stream. The signals began to fade steadily as the moon's disk ate into the face of the sun, and communication became more and more unreliable and then failed utterly, only to return slowly after the height of the eclipse had passed. The engineers offered no explanation of the phenomena.

"Regarding the results of the airplane test, E. K. Cohan, director of technical operations of Columbia, said it was exceptionally interesting because the wave used was not a short wave, but one that is near the lower end of the regular broadcast band, where fading is not usually expected. 'It would not be normally expected', said Mr. Cohan, 'that the cosmic effects on these frequencies would be noticeably different from the effect within the broadcast band itself. If anything, one would normally expect an increase in signal strength at these frequencies during the time the sun's radiation is obscured from the earth.

"'Another interesting result of our observation was the noticeable increase in static during the period of totality. It was noticeably cooler while the sun was obscured, and one expects a decrease in static with the fall in temperature, provided local weather conditions are good.'

"The Radio Corporation of America reported no marked effect of the eclipse on transoceanic radio communication. From Berlin, however, came a report that reception of an 18-meter signal from America had greatly improved.

"Unusually heavy static was reported by the Mackay Radio and Telegraph Company, which began two hours before the eclipse and increased to a maximum at the point of greatest obscuration. Interference was pronounced on the 2100 meter wave, while most short waves were found normal."

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APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

August 30 - WPG, WPG Broadcasting Corp., Atlantic City, N.J., modification of license to request additional specified hours of operation - facilities of WLWL, New York, N. Y.; WSYB, Philip Weiss, Music Co., Rutland, Vermont, modification of license to request change in specified hours of operation, requests one less hour on weekday evenings; WOAI, Southern Equipment Co., San Antonio, Texas, license to cover C.P. issued 12/11/32 for 5 KW auxiliary transmitter; KTAT, S.A.T. Broadcast Company, Fort Worth, Texas, modification of license to change name to KTAT Broadcast Co., Inc., in accordance with amended charter; WREC-WOAN, WREC, Inc. Memphis, Tenn., install automatic frequency control; KGEZ, Donald C. Treloar, Kalispell, Montana, license to cover C.P. issued

4/29/32 to move transmitter and studio locally; KMTR, KMTR Radio Corp., Los Angeles, Calif., modification of license to increase operating power from 500 watts to 1 KW.

The following applications were returned to the applicant

WTSL, G. A. Houseman, Laurel, Miss., voluntary assignment to Laurel Broadcasting Co. (request of applicant); WTSL, G.A. Houseman, Laurel, Miss., voluntary assignment to Evangeline Broadcasting Company (request of applicant).

Applications Other Than Broadcasting

Aug. 27 - WAX, Tropical Radio Telegraph Co., Hialeah, Fla., C.P. to modify point-to-point transmitter to WAP for use as coastal transmitter at WAX, 482, 500 kc., 2 KW; WIEZ, Chicago Federation of Labot, Portalbe, initial location, Chicago, Ill., renewal of special experimental license for 1518, 2342 kc., 7.5 watts; Modesto Irrigation District, Modesto, Calif., application to amend pending application for C.P. to request 3190 kc., 150 watts, special emergency; also application to amend pending application for C.P. to request 3190 kc., 7.5 watts, special emergency. There were also received 8 applications for amateur station licenses.

August 29 - KGZD, City of San Diego (Police Department), San Diego, Cal., license to cover C.P. for 2430 kc., 100 watts; KGZI, City of Wichita Falls, Tichita Falls, Texas, license to cover C.P. for installation of new equipment, 2442 kc., 50 watts; W2XDK, Polin, Inc., renewal of general experimental license for 4797.5 kc., 15 watts; W10XAY, Polin, Inc., Portable, renewal of general experimental license for 60000-400000, 401000 and above kc., 250 watts; WJP, Press Wireless, Inc., Hicksville, N. Y., modification of point-to-point telegraph license for additional frequency, 6920, 7850, 7925, 7955, 8810, 10010, 11640, 15700, 15730, 15760, 15850, 15910 kc., 5 KW;

Also, R.C.A. Communications, Inc.: WEN, New Brunswick, N.J., modification of point-to-point telegraph license for change in normal transmitter number to #55 and #46 and primary points of communication to Havana, Port-au-Prince, Santo Domingo; WEV, New Brunswick, N. J., modification of point-to-point telegraph license for change in normal transmitter number to #BX and primary points of communication to Managua; WQT, New Brunswick, N. J., modification of point-to-point telegraph license for change in normal transmitter number to #55 and #46 and primary points of communication to Santo Domingo, Port-Au-Prince; WQI, Rocky Point, N. Y., modification of point-to-point telegraph license for change in normal transmitter number to #46 and #38 and primary points of communication to Panama, San Jose, Managua; WGT, San Juan, P.R., modification of point-to-point telegraph license for change in primary points of communication to Havana, New Orleans, Panama, Caracas, Trinidad; K6XO, Kahuku, Hasaii, renewal of special experimental license for 6890, 7520, 11680, 15985, 16030 (6890 kc. to be replaced by 7370 kc), 80 KW; W6XI, Bolinas, Calif., renewal of special experimental license for 6845, 6860, 9010, 9480, 10390, 10410, 10620, 11950, 13690, 13780, 15460, 18020, 18060, 20780 kc., 80 KW. There were also received 87 applications for amateur station licenses.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted
(August 30, 1932)

WBAL, Consolidated Gas Electric Light & Power Co., Baltimore, Md., extension of special authority to operate on a synchronized basis with WJZ, New York, experimentally for an additional period of 3 months beginning September 1, 1932; KFOR, Howard A. Shuman, Lincoln, Neb., C.P. to move transmitter locally to location to be determined, in order to comply with city zoning ordinance; KXL, KXL Broadcasters, Portland, Oregon, C.P. to move main transmitter and auxiliary transmitter to different room in same building; WKAQ, Radio Corp. of Porto Rico, San Juan, Porto Rico, license to cover C.P. 1240 kc., 1 KW, ½ time, effective September 1st; WFAS, Westchester Broadcasting Corp., White Plains, N. Y., license to cover C.P. 1210 kc., 100 w., shares with WGBB, WJBI and WMRJ, uses ¼ time; WHEB, Granite State Broadcasting Corp., Portsmouth, N. J., license to cover C.P. 740 kc., 250 watts daytime; WMC, Memphis Commercial Appeal, Inc., Memphis, Tenn., license to cover C.P. 780 kc., 500 watts, auxiliary purposes only, effective September 1st; WBT, Station WBT, Inc.,Charlotte, N.C., license to cover C.P. 1080 kc., 25 KW, unlimited.

Also, KPJM, A. P. Miller, Prescott, Arizona, license to cover C.P. 1500 kc., 100 w., unlimited; KIDW, The Southwest Broadcasting Co., Lamar, Colo., license to cover C.P. 1420 kc., 100 w., shares with KGIW; WNBX, The WNBX Broadcasting Corp., Springfield, Vt. modification of C.P. to change location of transmitter authorized by C.P. from 1¾ miles from Springfield, Vt., to 1-7/8 miles N.E. of the center of Springfield, Vt.; WBBC, Brooklyn Broadcasting Corp. Brooklyn, N. Y., modification of C.P., extension of completion date of C.P. from 8/23/32 to 10/31/32; WHAS, The Courier-Journal Co., and The Louisville Times Co., Louisville, Ky., modification of C.P. extension of completion date of C.P. from 8/17/32 to 10/17/32; KVOO, Southwestern Sales Corp., Tulsa, Okla., modification of C.P. extension of completion date of C.P. from 8/17/32 to 12/17/32; WMMN, Holt Rowe Broadcasting Co., Fairmont, W. Va., consent to voluntary assignment of license to A. M. Rose, Inc.; KONO, Mission Broadcasting Co., San Antonio, Texas, installation of automatic frequency control equipment; KGRS, E. B. Gish (Gish Radio Service) Amarillo, Texas, installation of automatic frequency control equip.

Also, WFLA-WSUN, Clearwater Chamber of Commerce & St. Petersburg Chamber of Commerce, Clearwater, Fla., and St. Petersburg, Fla., license to cover C.P. 620 kc., 1 KW night and 2½ KW day, directional antenna; KUJ, KUJ, Inc., Walla Walla, Wash., special authority to operate 6 P.M. to 10 P.M., Pacific Standard Time, September 1, 2 and 3, 1932; granted with express understanding that it may be terminated by the Commission at any time without prior notice or hearing if in its discretion the need for such action arises; KFGQ, Boone Biblical College, Boone, Iowa, special authority to operate from 6 A.M. to 8:30 A.M., CST, on Sundays only, from 9/4/32 to 10/30/32 incl., provided WIAS remains silent; granted with express understanding that it may be terminated by the Commission

at any time without prior notice or hearing if in its discretion the need for such action arises; WJMS, Johnson Music Store, Ironwood, Mich., authority to operate until 7:15 P.M., CST, during month of September instead of to 6:15 P.M. as auth. by license; KRMD, Radio Station KRMD, Inc., Shreveport, La., special authority to operate from 1:00 P.M., to 2:00 P.M., and from 5:00 P.M. to 6:00 P.M., CST, on Saturdays only, from 9/3/32 to 3 A.M., EST, 12/1/32; granted with express understanding that it may be terminated by Commission at any time without prior notice or hearing if in its discretion the need for such action arises; KGPQ, City & County of Honolulu, T.H., Honolulu, T.H., authority to use municipal police station now licensed, for purpose of communicating with mobile fire units on land;

The Commission granted following applications for renewal of broadcast station licenses: WFAN, Keystone Broadcasting Co., Philadelphia, Pa.; WGBF, Evansville on the Air, Inc., Evansville, Ind.; WILL, University of Illinois, Urbana, Ill.; WIP, Pennsylvania Broadcasting Co., Inc.; WJAX, City of Jacksonville, Jacksonville, Fla.; KFNF, Henry Field Co., Shenandoah, Iowa; KFRU, KFRU, Inc., Columbia, Mo.

Also, WHD, New York Times Co., New York, N. Y., C.P. to install an additional high frequency transmitter, 6450, 8360, 11355, 16720, 22250 kc., 500 w., Emission: A1 and A2; equipment: Composite VT Type T-1B, frequency tolerance: 0.04%; The San Francisco Chronicl on yacht, San Francisco, Calif., C.P. (temporary broadcast pickup) 1518 kc., 50 w., Emission: A3; to use transmitter September 18 and September 25 in accordance with Rules 217 and 218; Aeronautical Radio, Inc.: WSDW, Newark, N. J.; and WSDU, Boston, Mass., modification of C.P. (Aviation) to extend commencement of construction to 10/20/32 and extension of completion date to 12/19/32; WSDV, Columbus, Ohio, same with exception of completion date to 12/22/32; WSDY, Atlanta, Ga., and KGUX, Dallas, Texas, same as for WSDV; KGTI, Salt Lake City, Utah, modification of C.P. extension of commencement date to 11/6/32 and extension of completion date of C.P. to 1/5/33; WSDQ, Cleveland, Ohio, request to operate as a broadcast pickup station on Sept. 1, 1932, in connection with National Air Races to be held at Cleveland.

Also, KIP, American Radio News Corp., near Redwood City, S. San Francisco, Calif., modification of C.P. (Fixed Public Press Service) to extend commencement date to 12/1/32 and extend completion date to 5/31/ss; Mutual Telephone Co.: KGXO, Kalepa (Island of Kauai), T. H., modification of license (fixed public point-to-point telephone) to change from 47300 to 46200 kc.; KGXB, Manawauha (Is. of Oahu), T. H., same except to change frequency from 46200 to 47300 kc.; Robert J. Wood: NC-8450, license (general experimental) 56000 to 60000 kc.; W1XE, Charles Newton Kraus, Providence, R.I., license to cover C.P. (general experimental), 60000-400000 kc., 25w; W4XB, Island of Dreams Broadcasting Corp., Miami, Fla., license to cover C.P. (experimental relay broadcasting) 6040 kc., 2.5 KW; KGZG, City of Des Moines, Iowa, license to cover C.P. (Emergency police) 2470 kc., 100 w.

Also, W1OXAA, Bell Telephone Labs., Inc., NC-417-H, renewal of license (special experimental) 3415, 5592.5, 5642.5 kc., 50 watts; also same for W2XBX, NC-952-V; W9XA, National Broadcasting

Co., Inc., Denver, Colo., renewal of license (special experimental) 830 kc., 12.5 KW; KGRTG, American Airways, Inc., Cleveland, Ohio, granted same request as for WSDQ, Aeronautical Radio, Inc.; City of Lexington, Lexington, Ky., authority for 90 days additional time to construct municipal police station; Atlantic Broadcasting Corp: WIEQ, WIER, WIEI, WIEL, WIEK, WIEJ, Portable and mobile, authority to operate on mobile units.

Application Denied

Tennessee State Press Co., Knoxville, Tenn., Denied C.P. 560 kc., 1 KW, 2 KW LS, unlimited time (facilities WMOX), failed to enter appearance within time allowed.

Set For Hearing

KLRA, Arkansas Broadcasting Co., Little Rock, Ark., C.P. to make changes in equipment and to change power from 1 KW to 1 KW night and 2½ KW LS; KPJM, A. P. Miller, Prescott, Arizona, voluntary assigment of license to Scott & Sturm; KTFI, Radio Broadcasting Corp. Twin Falls, Idaho, modification of license to increase daytime power from 500 w., to 1 KW (facilities of KGKX); W1XAU, Shortwave & Television Corp., Boston, Mass., renewal of license 1550 kc., 500 w.; W2XV, Radio Eng. Labs., Inc., Long Island City, N. Y., renewal of license (gen. exp.) 4797.5, 8655, 17310 kc., 500 w., to be heard with applications designated for hearing August 9, 1932.

Dismissed

WBCM, James E. Davidson, Bay City, Mich., modification of license, 1410 kc., 500 w., 1 KW, LS, unlimited (dismissed at request of applicant); WLEY, Carl S. Wheeler, Lowell, Mass., C.P. 1370 kc., 100 w., 250 w LS, SH. request authority to move (dismissed at request of applicant).

Ratification Of Acts Of Commissioners

W. N. Growden, Poorman, Alaska, C.P. for new point-to-point station at Poorman, Alaska, in order to communicate with signal corps at Ruby, Alaska, 2994 kc., 50 watts (date of action 8/22/32); WJEV, Westinghouse Electric & Manufacturing Co., E. Pittsburgh, Pa., authority to use station WJEV, 1566 kc., August 27 to September 5 connection National Air Races (date of action 8/23/32); KDRD, Mackay Radio & Tel. Co., aboard R. J. Hanna, authority not to exceed 60 days pending receipt formal application to operate on frequencies 375, 425, 468, 500 kc., 500 w., tube transmitter (date of action 8/23/32); National Broadcasting Co., Inc.: WIEX, WIEW, New York, N. Y., authority to operate transmitters using 1566 and 2390 kc., 50 w., August 28 to 31st conn. broadcst. description of eclipse; WIEK, Atlantic Broadcasting Corp., New York, N. Y., authorized use 1542 kc. 50 w. August 26 to 29th, connection broadcast polo match Sandpoint Club; W2XBJ, R.C.A. Communications, Inc., Rocky Point, N. Y., authorized 10 day extension of telegraphic authority granted 8/16 to operate on frequencies 7470 and 14940 kc., for test purposes with same conditions as authorized 8/16.

Also, WFDV, Rome Broadcasting Corp., Rome, Ga., special authority to operate from 3 P.M. to 6 P.M. CST, Sat. Aug. 27th granted with express understanding that it may be terminated without prior notice or hearing if in its discretion need for such action arises; W9XB, Chicago Federation of Labor, Chicago, Ill., authority to use existing general exp. station for fixed location as portable station to conduct trans. and recep. tests from captive balloon on World's Fair Grounds; KDWZ, Radiomarine Corp. of America, Vessel Pan America, temp. auth. not to exceed 60 days, pending formal application to operate transmitter ET-3650, 50 w, A2 emission, frequency range 375 to 500 kc., (date of action: 8/26/32);

Also WBT, WBT, Inc., Charlotte, N. C., authority to operate with 50 KW between time station KMOX signs off and 6 A.M. 8/25 to 9/4; KUMA, Albert H. Scherman, Flagstaff, Ariz., authorized extension of program test 30 days from 8/25/32; KFXJ, Western Slope Broadcasting Co., Grand Junction, Colo., authority to remain silent from 7 P.M. to 8 A.M. 8/29; KMIQJ, Transamerican Airlines Corp., Detroit, Mich., authority to operate aircraft station as broadcast pickup, frequency 2342 kc., 8/30 to 9/1 connection Harnsworth Trophy Races, Clair, Detroit, Mich; WJBY, Gadsden Broadcasting Co., Inc., Gadsden, Ala., permission to suspend operations from Aug. 20 to Sept. 20 due to inability to obtain necessary equipment;

Action On Examiners' Reports

KGGF, Powell and Platz, South Coffeyville, Okla., remanded to docket to permit KFBI, Milford, Kansas, to be heard, applicant desires to move to Coffeyville, Kans.; KFWI, Radio Entertainments, Ltd., San Francisco, Calif., denied application to increase day power from 500 watts to 1 KW, license renewed on 950 kc., with 500 watts, sharing with KROW, Oakland, Calif., sustaining Examiner R. H. Hyde; J. T. Griffin, Tulsa, Okla., denied C.P. for new station to operate on 1400 kc., with 250 watts night, 500 watts day, sustaining Examiner R. H. Hyde; Troy Broadcasting Co., Troy, Alabama, granted C.P. for new station to operate on 1210 kc., with 100 watts power daytime, sustaining Examiner Pratt; W7BFN (amateur station, George A. watson, Portland, Oregon, denied renewal of license as in default, applicant failed to appear at hearing sustaining Chief Examiner Ellis A. Yost.

Miscellaneous

WMBQ, Paul J. Gollhofer, Brooklyn, N. Y., granted permission to join in protest of removal of transmitter of WCGU from Brooklyn to Long Island City.

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HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING WASHINGTON, D. C.

ISSUED TWICE A WEEK AND CONTAINING THE LATEST INFORMATION REGARDING THE RULINGS OF THE FEDERAL RADIO COMMISSION, RADIO LEGISLATION, DEPARTMENT OF COMMERCE REGULATIONS, CHANGES IN WAVELENGTH, CALL LETTERS AND POWER, PATENTS, EXPORTS, FEDERAL TRADE COMMISSION RULINGS AND OTHER MATTERS OF INTEREST TO BROADCASTERS AND MANUFACTURERS. :: :: CONFIDENTIAL—NOT FOR PUBLICATION. :: ::

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No. 559

MILLS AND SCHUETTE DISCUSSING SUSTAINING FEES

A second meeting between E. C. Mills, General Manager of the American Society of Composers, Authors and Publishers, and Oswald F. Schuette, director of copyright activities for the National Association of Broadcasters, was held in New York City last week. They will meet again today.

Mr. Mills and the attorneys for the NBC and CBS drew up contracts for the key stations of the networks and chain-owned stations. These contracts are said to be practically completed. It is assumed that these contracts will be the basis of contracts to be offered to other chains.

At their last conference, Mr. Schuette and Mr. Mills talked, for the most part, about a revision of the sustaining fees in the contracts for individual stations. One of the important questions upon which they have agreed is that the broadcasters shall pay the percentage only on the amount of money actually received by them. There will be a rebate for bad debts. It is the understanding, however, that money received later on for bad debts is to be accounted for.

One point which has puzzled many broadcasters is whether the three per cent charge applies on programs which make no use of music, such as talks, spot announcements, sports broadcasts, and so forth. The tax does apply to all programs from which revenue is received. The broadcaster must pay three per cent of his gross revenue, in addition to the sustaining fee, during 1933, four per cent during 1934, and five per cent during 1935.

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JUDGE OLNEY RETURNS TO WASHINGTON

Judge Warren Olney, Jr., has returned to his desk in the Department of Justice after a leave of absence during which he visited his home in California. Judge Olney is preparing for the hearing in the Wilmington, Delaware, courts of the Government's "trust suit" against the Radio Corporation of America, et al. for which he is the special prosecutor.

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PALEYS HAVE LUNCHEON WITH PRESIDENT

Mr. and Mrs. William S. Paley were guests of the President and Mrs. Hoover for luncheon at the White House recently.

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WCCO TO DEDICATE NEW TRANSMITTER

The Board of Directors of the Northwestern Broadcasting Company, Inc., have issued invitations for a dinner on Thursday, September 15th, at 7 o'clock at the Nicollet Hotel in Minneapolis, to mark the completion of the fifty thousand watt transmitter of Station WCCO.

From ten until five o'clock during that day, WCCO's new transmitter at Anoka, Minnesota, will be open for inspection to the guests of the Board of Directors. Special automobiles will leave Minneapolis at frequency intervals during the day, and guests wishing to visit the transmitter are invited to assemble at the offices of the company on the twelfth floor of the Nicollet Hotel, where transportation to Anoka will be arranged.

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A RADIO BUILT TO PLEASE WOMEN

It is generally conceded that women dislike mystifying technical devices, which to the contrary please the average man.

A good example is the automobile dashboard, replete with many instruments.

The Zenith Radio Corporation has endeavored to simplify or eliminate as many of its operations which might be termed "technical" on their new radio receivers. For example, tuning accurately in the past has been accomplished to a great degree by the swinging hand of a meter. This has proved to be too confusing and difficult for the average person to see.

Zenith has produced a new, simple, easily seen tuning device known as "Shadowgraph." As one turns to the desired station a wide shadow appears on a translucent strip. As the peak of resonance is reached this wide shadow becomes narrower and narrower. When it reaches its narrowest point, the station is tuned exactly and scientifically at the proper peak. It is impossible to tune inaccurately.

This is assurance of the finest tone quality obtainable on the receiver, for it is generally known that when the station is not tuned to the exact peak of resonance, tone quality is poor. It is said that the Zenith "Shadowgraph" tuning device is one of the greater advances in radio developments this year.

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ECHOPHONE RADIO TO ADD 300 TO PAY ROLL

The expansion program of Echophone Radio Manufacturing Co., Waukegan, Ill., and Western Television Corp., Chicago, authorized by the respective Boards of Directors, is to be headed by Arthur T. Haugh, former President of the Radio Manufacturers' Association and of National Standard Parts Association.

Mr. Haugh replaces, as President of Echophone Radio, A. U. Magnan, resigned. He was also elected a director of the company as well as of Western Television Corp., which is affiliated with the former company.

New models in all lines have been approved and 300 employees will be added to the Waukegan factory pay roll as soon as tools and dies are completed.

Echophone is to manufacture and distribute the television apparatus, formerly made by Western Television, as well as its own line of radio receivers. Western Television will engage exclusively in television research and the manufacture of television broadcast equipment.

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NBC NEW ACCOUNTS AND RENEWALS

NEW - Horlick's Malted Milk Co., Racine, Wis.; Agency - Lord & Thomas, Chicago, Ill; Starts September 27, 1932 for 25 weeks, Tuesday and Friday, 8:30 to 8:45 P.M.; Basic Blue Network including WLW, WLS; Program - "Adventures in Health" - health talk by Dr. Buridesen.

NEW - S. S. Kresge Co., Detroit, Mich.; Agency, N. W. Ayer & Son, New York City; Starts - September 16, 1932, for 13 weeks, Friday 9:00 to 9:30 A.M.; WGY only; Program - "Friday Varieties" - electrical transcription of outstanding musical numbers.

NEW - General Mills, Inc. (Bisquick), Minneapolis, Minn.; Agency - Blackette Sample Hummert, Inc., Chicago, Ill.; Starting - October 10, 1932, for 52 weeks, Monday to Friday inclusive, 3:00 to 3:15 P.M.; Basic Blue Network except KWCR; Program - Sally & Bob, script of interest to housewives.

NEW - Malted Cereals, Inc. (Maltex), Burlington, Vermont; Agency - Samuel C. Croot, Inc., New York City; Starts September 9, 1932, for 26 weeks, Wednesday and Friday, 5:00 to 5:15 P.M.; Network WEAF, WEEI, WTIC, WJAR, WTAG, WCSH, WGY, WBEN, WTAM, WWJ; Program - "Maltex Safety Soldiers" - dramatized children's program by Miss Hardenman supported by George Shackley and orchestra.

NEW - Standard Oil Co. of New Jersey; Agency - McCann Erickson Co., New York City; Starts - September 26, 1932, for 6 broadcasts, daily except Sunday between 7 and 9:30 P.M.; WRC only; Program - 6 - 100 word announcements.

RENEWAL - The Calsodent Company (Calsodent Mouth Wash), New York City; Agency - J. Walter Thompson, Co., New York City; Starts - September 15, 1932, for 26 weeks, Thursday 9:00 to 9:15 A.M. WEAF only; Program - "Mouth Health" - talk by Marley Sherris.

RENEWAL - The Calsodent Company (Calsodent Mouth Wash), New York City; Agency - J. Walter Thompson, New York City; Starts - September 13, 1932, for 26 weeks, 9:45 to 10:00 A.M. Tuesday; WJZ, and WBAL only; Program - "Mouth Health" - talk by Marley Sherris

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APPLICATIONS OF WERE FAVORED BY EXAMINER

Applications of the Erie Dispatch-Herald Broadcasting Corp., Erie, Pa. (Station WERE) for a construction permit for new equipment, for modification of license to change corporate name, and for renewal of station license, were all recommended for grant in an Examiner's report made public by the Federal Radio Commission.

The report, submitted by Chife Examiner Ellis A. Yost, declared that the station is operating in public interest, and that granting the three applications would increase its public service.

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RMA GETS TREASURY DEPARTMENT RULING

The Radio Manufacturers' Association is just in receipt of the following statement from the Treasury Department relative to its ruling on chassis and cabinets:

"You are advised that under the law and regulations, manufacturers of cabinets and chassis for radio receiving sets cannot sell such articles tax free under exemption certificate. However, where a manufacturer of a complete radio receiving set purchases various taxpaid components for use in the manufacture thereof, he may sell the complete set at a specified price and will be permitted to pay tax only on the taxable articles manufactured by him, provided, such records are kept that will show specifically the selling price of the articles manufactured by him."

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MEXICO TO DISCUSS RADIO PACT WITH U. S.

That Mexico is finally willing to treat with the United States on the allotment of wave lengths to clear up radio interference in the United States from south of the Rio Grande, is one of the outstanding developments of the first day of the International Radio and Telegraphic Conference, which was opened by Premier Azana, was the news from Madrid in a wireless to the New York Times on September 3rd. Representatives of 125 nations and of most of the leading private companies of the world are attending.

The Spanish Premier welcomed the gathering in the Senate building, where the League of Nations met four years ago. The delegates are to sign an international protocol clarifying control of the air and private agreements to speed up the arteries of world communication and cut technical costs.

Emilio Torres let the position of the Mexican delegation be known. He said the group had been empowered to discuss a private arrangement with the United States delegation, composed of thirty-five, including State Department representatives. While any decision reached would have to be approved by the Mexican Government, since the delegation had plenary powers only for signing a general international agreement, Senor Torres remarked that an agreement with the United States would be one of the principal tasks of the Mexican delegation.

Mexico has consistently refused official overtures to make an agreement with the United States, and interference from Mexican stations made broadcasting next to impossible in certain parts of the United States. The most famous case is that of the Milford (Kan.) "goat gland specialist," Dr. John R. Brinkley, who, after having his broadcasting license revoked in the United States, established a powerful station just south of the Rio Grande.

With Soviet Russia represented for the first time and delegates present from lands as far apart as Iceland and Polynesia, the conference aims to reach a complete world-wide understanding on just how air, land and under-water communications are to be correlated and controlled, and agreement seems possible for the first time. While the question of press censorship will be brought up, the consensus is that it will not occupy so important a place as preliminary reports indicated.

Four thousand resolutions, dealing with everything from changing codes and raising the minimum number of words in various kinds of telegrams to widening broadcasting bands, will be discussed. It is thought possible that new radio and cable hook-ups will be discussed by private companies.

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RADIO CARS REPLACE SIGNAL LIGHTS IN NEW YORK CITY

Because of the success of the recently installed system of broadcasting police alarms by radio, the 201 green lights by which patrolmen on post were signaled from their station houses in emergencies have been discontinued in New York City. In place of the signal-light system, a radio-equipped police automobile will be in the vicinity of each station house to answer emergency calls.

The abolition of the light system will result in a saving of about $2,400 a year. The lights were attached to the top of police phone-box pillars and were known as "blinking Irishmen."

Between February 25th, when the radio-alarm system was put into operation, and July 12th, Mr. Mulrooney, Commissioner, said that 295 major arrests were credited to its effectiveness. There are 250 radio-equipped cars in use.

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TO RECONSIDER FOOTBALL BROADCASTING BAN

The broadcasting companies expect the Eastern Intercollegiate Association to lift the ban on radio descriptions of football games this Autumn which was announced in June by Major Philip B. Fleming, representative of the United States Military Academy and president of the association. A meeting of the association is scheduled to be held tomorrow (Friday) at which time the radio decision will be reconsidered.

Representatives of the Columbia Broadcasting System, the National Broadcasting Company and other stations plan to hold a conference with several members of the intercollegiate organization prior to the association's meeting. The radio men will endeavor to prove that broadcasting does not keep the public away from the stadiums.

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CBS NEW AND RENEWED COMMERCIAL ACCOUNTS

NEW - Campana Corp., Batavia, Ill. (Campana's Italian Balm); Agency - McCann-Erikson, Inc., Chicago, Ill.; Time - Monday, 8:45-9:00 P.M., 22 Basic stations plus 1; Program - "Fu Manchu", dramatic and orchestra.

RENEWAL - Funk and Wagnalls, (Literary Digest); Agency - Samuel C. Croot Co., Inc., New York; Monday, Wednesday, Friday, 8:00-8:15 P.M., rebroadcast to coast 11:00-11:15 P.M., 22 basic stations plus 15; Program - Talk - Edwin C. Hill.

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APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

Sept. 2 - WFOX, Paramount Broadcasting Co., Brooklyn, N.Y., install automatic frequency control; WEEL, The Edison Electric Illuminating Co., of Boston, Mass., direct measurement of antenna power; Atlas Broadcasting Corp., Fort Lee, N. J., C.P. for new station to use 1450 kcs., 500 w., limited time to operate 10 hours per day; WSPA, Vergil V. Evans, doing business as "The Voice of South Carolina", Spartanburg, S. C., modification of license to change from 1420 kcs., 100 w. night, 250 w. day, unlimited hours; WCSC, South Carolina Broadcasting Co., Inc., Charleston, S. C., license to cover c.p. for new equipment and local change of transmitter; KOMA, National Radio Manufacturing Co., Oklahoma City, Okla., C.P. for changes in equipment and change location of transmitter exact location to be determined by tests; WEBC, Head of the Lakes Broadcasting Co., Superior, Wis., modification of license to change modulation system of auxiliary transmitter and operate same with 1 kw. power instead of 500 w.

Applications Other Than Broadcasting

Sept. 1 - W. N. Growden, Poorman, Alaska, C.P. for point-to-point telephone station 2994 kc., 50 w.; KGTU, Aeronautical Radio Inc., Lake Charles, La., license to cover C.P. for aeronautical station: 3232.5, 3242.5, 3257.5, 3447.5, 3457.5, 3467.5, 3485, 5002.5, 5612.5, 5632.5 kc., 50 w.; Chicago Federation of Labor, portable, Chicago, Ill., C.P. for a general experimental station, 60000 to 100,000 kc., 30 w.; W10XI, Aircraft Radio Corporation, NC-9746, renewal of general experimental station, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 60000-to 400000 kc., 10 w.; W3XW, Same Co., Boonton N. J., renewal of general experimental station 3492.5, 6425 kc., 50 w.; National Air Transport, Inc.: NC-424-H, license for aircraft station 3105, 3162.5, 3172.5, 3182.5, 3322.5, 5572.5, 5582.5, 5592.5, 5662.5 kc., 50 w. There were also received 73 applications for amateur station licenses.

Sept. 3 - R.C.A. Communications, Inc.: KQG, and KEM, Bolinas, Cal., WJT, San Juan, Puerto Rico, modification of license for change in serial number and primary communication points; KEN, Bolinas, Cal., modification of license for change in primary communication points; KEI, Bolinas, Calif., and WQZ, San Juan, Puerto Rico, modification of license for change in serial number of transmitter; KGXY, Gulf Production Co., portable, mainly southwest United States, renewal of geophysical license for 1602, 1628, 1652, 1676, 1700 kc., 10 w.; W1XAL, Shortwave Broadcasting Corp., Boston, Mass., renewal of relay broadcasting license for 6040, 11790, 15250, 21460 kc., 5 kw; WJET, and WJEU, Detroit Gold Cup Committee, Inc., Lake St. Clair, Mich., licenses covering c.p.s for 2398 kc., 15 w., point-to-point telephone service; There were also received 164 application for amateur station licenses.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted
(Sept. 6, 1932)

KUMA, Albert H. Schermann, Yuma, Ariz., authority to operate from 9 P.M. to 12 midnight MST, Sept. 13, 1932; WCFL, Chicago Federation of Labor, Chicago, Ill., modification of C.P. extending completion date to March 27, 1932; KMJ, James McClatchy Co., Fresno, Calif., modification of C.P. to make changes in equipment (original C.P. authorized move of transmission locally, changing frequency from 1210 to 580 kc., increasing power from 100 to 500 w. and installing new equipment);

Also, W2XAH, Bell Telephone Laboratories, Inc., South Plainfield, N. J., renewal of special experimental license 278 kc., 10 w.; New England Telephone & Telegraph Co., Boston, Mass., C.P. for special experimental service, 2322 kc., 50 w.; Seattle Broadcasting Co., Seattle, Wash., special experimental C.P. to construct portable station 1270 kc., 100 w., 1 A.M. to 6 A.M. P.S.T. for period of one month, to make field intensity measurements. Also granted 30-day license to cover above; Tropical Radio Telegraph Co.: WBJ, WBW, WCE, WBO, WBV, WBY, WBQ, Hingham, Mass., license fixed public point-to-point telegraph service 6770, 6777.5, 10450, 10460, 12940, 12955, 17580 kc., 1 kw; WPI, Inland Waterways Corp., Memphis, Tenn., private coastal telegraph license, frequencies 4140, 5520, 6210 kc., calling: 438, 3120, 4780, 6250 kc., working, two transmitters, 100 and 250 w.

Applications Granted
(Sept. 8, 1932)

WTAG, Worcester Telg. Pub. Co., Inc., Worcester, Mass., authority for direct measurement of antenna input power; WWSW, Walker & Downing Radio Corp., Pittsburgh, Pa., license covering installation of new equipment and increase in day power, 1500 kc., 100 watts night, 250 w. LS, unlimited time; KDKA, Westinghouse Electric and Manufacturing Co., Pittsburgh, Pa., license covering alternate transmitter constructed under experimental license, 900 kc., 50 KW, unlimited time; KGCU, Mandan Radio Association, Mandan, North Dakota, license covering changes in equipment 1240 kc., 250 watts, specified hours; KFRC, KGB, KHJ, Don Lee, Inc., San Francisco, San Diego, and Los Angeles, Cal., respectively - consent to voluntary assignment of license to Don Lee Broadcasting System; WRBX, Richmond Development Corp., Roanoke, Va., extension of working of Rule 145; KFBI, Farmers & Bankers Life Insurance Co., Abilene, Kans extension of working of Rule 145 until frequency monitor can be repaired; WFFI, J. Pat Scully, Greenville, Miss., extension of working of Rule 145; WJSV, Old Dominion Broadcasting Co., Alexandria, Va., authority to remain silent until November 1, 1932.

Also, Dept. of Conservation & Development of State of N.J. Portable #4, Portable No. 3, 2 and 1, general experimental C.P., frequencies 34600, 41000, 51400, 60000-400000 kc., 5 watts; Durham Life Insurance Co., - Portable, initial location in or near Raleigh,

N.C., general experimental C.P. 60000 to 40000 kc., 15 watts; Chicago Federation of Labor, Portable - general experimental C.P. 60000-100000 kc., 30 watts; Delbert E. Replogle, Ridgewood, N.J., C.P. special experimental service 17310, 23100, 25700, 26000, 27000, 34600, 51400 kc., 60000-400000, 401000 and above, 1 KW; KTK, Globe Wireless, Ltd., Mussel Rock, Cal., C.P., public coastal telg. to install additional high frequency transmitter; W. N. Crowden, Poorman, Alaska, C.P. fixed public point-to-point tel. service, 3994 kc., 50 watts; KGZD, City of San Diego, Police Dept., license for police service, 2430 kc., 100 watts; KGZI, City of Wichita Falls Wichita Falls, Texas, license for police service, 1712 kc., 50 watts; WPDH, City of Richmond, Richmond, Ind., license for police service 2442 kc., 50 watts; Dept. of Conservation & Development of State of New Jersey, Portables No. 1, 2, 3 and 4, general experimental licenses 51400, 34600, 41000, 50900-400000 kc., .5 watts, to October 1, 1933

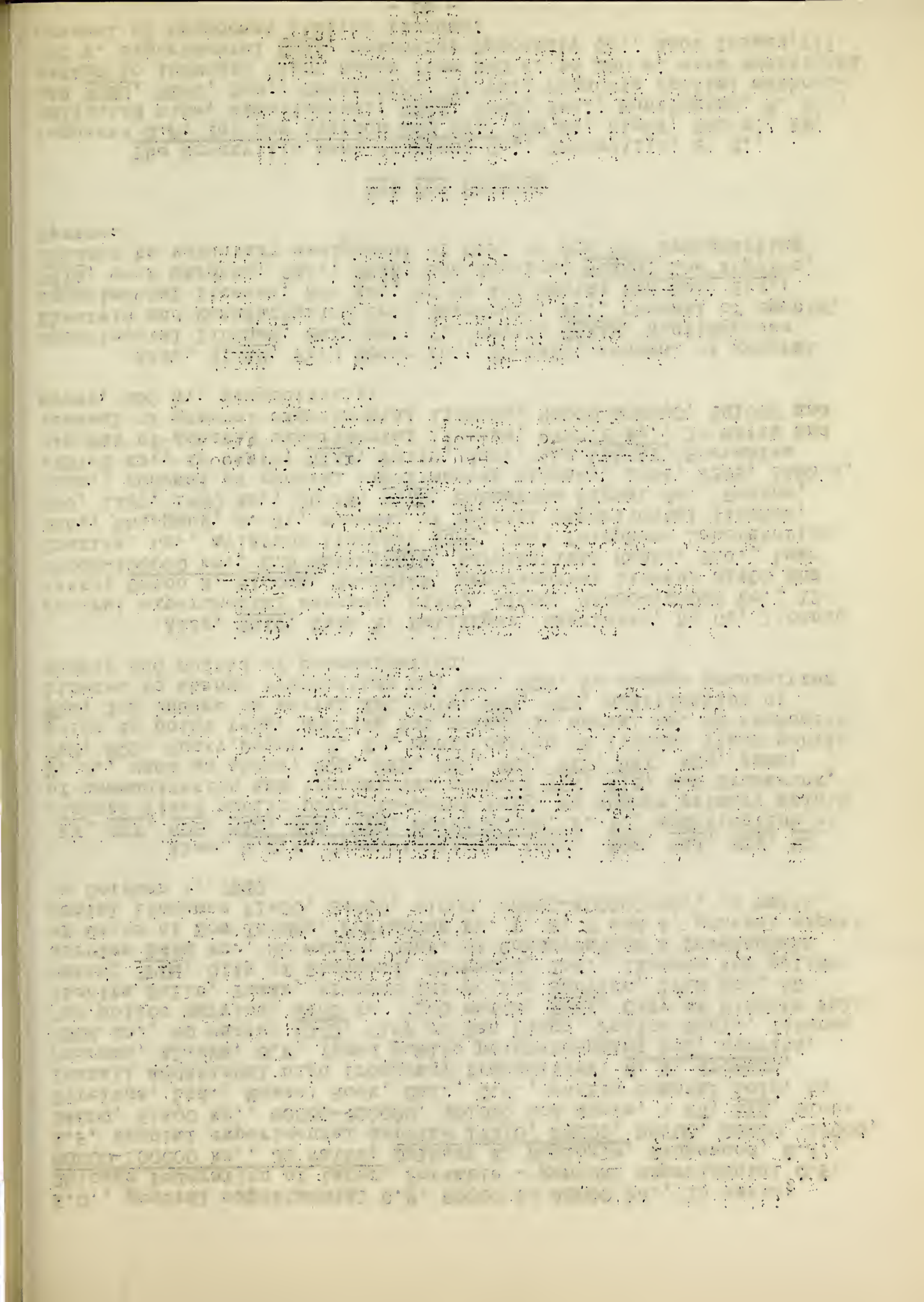
Also, R.C.A. Communications, Inc.; WQP, WAJ, WQX, WQW, KW, WEF, WDB, WEO, WDA, WEG, Rocky Point, N. Y., modification of license fixed public point-to-point telg. to change primary points of communication and transmitter number; WIK, WIZ, New Brunswick, N. J., same as above; WQL, WEB, WKP, WKJ, WEZ, WFX, WDS, same; WKM, WQL, Rocky,Point, N. Y., modification of license fixed public point to point telg. service for change in serial no. of transmitter WQB, for change in serial No. only; WKO, WED, modification of license to change transmitter no; WBU, WDD, to change transmitter number and points of communication.

Also, W4XC, Wade H. Dellinger, Charlotte, N. C., license general experimental service, 51400, 41000, 60000-100000 kc., 15 watts; Orson B. Slocum, NC-661-N, experimental license 51400 and 60000-400000 kc., 5.5 watts;KGTU, Aeronautical Radio, Inc., Lake Charles, La., aviation license; W3HP, Bell Telephone Laboratories, Inc., Whippany, N. J., renewal of special experiiental license, 650, 1100, 1480 kc., 50 KW; W1XD, Submarine Signal Co., Boston, Mass., renewal of general experimental license, 1594, 2398, 3492.5, 4797.5 kc., 15 watts; W1XN, Polin, Inc., and W10XAY, Portables renewal of general experimental license, 4797.5 kc., 15 watts and renewal of general experimental license, 60000-400000, 401000 and above, 250 w., respectively.

Also, W10XM, Ford Motor Co., NC-8405, renewal of general experimental license, 6425 kc., 7.5 watts; W8XAR, Westinghouse Electric and Manufacturing Co., Saxonburg, Pa., renewal of special experimental license, 900 kc., 50 6o 400 watts; Don Lee, Inc.: W6XS, near Gardena, Cal.; W6XK, Los Angeles, W6XAO, Los Angeles, consent to voluntary assignment of C.P. to Don Lee Broadcasting System.

Set For Hearing

The Greenville News-Piedmont Co., Greenville, S. C., requests C.P. for new station 590 kc., 250 w., night, 500 w., LS, unlimited time, experimental; WSAZ, WSAZ, Inc., Huntington, W. Va., and WOBU, WOBU, Inc., Charleston, W. Va., requests special authorization to increase night power from 250 w. to 250 w. with additional 250 w. experimental WHBF, Beardsley Specialty Co., Rock Island,Ill. renewal of broadcast station license.



Sept. 8 - F. C. Carroll, Requests C.P. for special experimental service; KLO, Intermountain Broadcasting Corp., Ogden, Utah, requests application to move station from Ogden to Salt Lake City. Set for hearing because of protest of KDYL. On Aug. 9, 1932, the Commission granted application subject to Rules 45 and 46.

Ratification of Acts Of Commissioners

KGBX, KGBX, Inc., St. Joseph, Mo., extension of time to remain silent from Aug. 27 to Sept. 10, while moving; WJBU, Bucknell University, Lewisburg, Pa., authorized to suspend operation temporarily due to emergency caused by fire; KDMR, Mackay Radio & Telg. Co., Vessel "W. S. Miller" 60 day authority to operate high frequency transmitter pending receipt of formal application 3105 to 22100 kc., 500 watts; WIEX, National Broadcasting Co., Inc., New York, authority to operate station using 1566 and 2390 kc., 50 watts, September 8 to 20, aboard "Derelict" in connection with Explorer Beebe descriptive broadcast; WMPI, Commonwealth of Mass. Dept. of Police, Framingham, granted special authority to operate on 1574 kc., 10 watts, subject to filing formal application; KUTJ, Mackay Radio & Telegraph Co., Vessel "S. A. Perkins", granted 60 day authority to operate aboard vessel "S.A.Perkins" 375 kc., to 500 kc., 2 KW; KTAB, Associated Broadcasters, Inc., San Francisco, authoritzd to remain silent from 11 P.M. to 7:30 A.M. from August 31st to Sept 4.

W1ARV, Kenton Emerson Quint, North New Portland, Me., authorized ~~xxxx

Also, KGFW, Central Neb. Broadcasting Corp., Kearney, Neb., authorized to change hours of operation from unlimited to specified hours, during month of September; WAGM, Aroostook Broadcasting Corp., Presque Isle, Maine, authorized to operate from 7 to 8:30 EST., Sept. 3; WSDQ, Aeronautical Radio, Inc., Cleveland, Ohio, authorized to operate aeronautical station on broadcast pickup station on Sept. 5 in connection with National Air Races at Cleveland; KHRTG , Aeronautical Radio, Inc., NC-712-Y, authorized to operate aircraft station on plane NC-612-Y in connection with National Air Races to be held at Cleveland Sept. 5; WINS, American Radio News Corp., New York, authorized to operate 8:15 to 9:00 P.M., Sept. 5, 1932; KFYR, Meyer Broadcasting Co., Bismarck, N.D. authorized to operate from 12:30 P.M. to 2 P.M., CST, Sept. 5, if KFDY remains silent.

Also, WIEW, National Broadcasting Co., New York, authorized to operate station Sept. 5 in connection with broadcast description of Seaman Life Boat Race; KDML, Mackay Radio & Telegraph Co., San Francisco, authorized to operate station KDML aboard vessel "S C.T. Dodd" for 60 days; WKAV, Harold E. Wescott, Receiver, Laconia, N. H., authorized to operate station as temporary receiver for additional period of 30 days from Sept. 5; KSOO, Sioux Falls Broadcasting Association, Inc., Sioux Falls, S. Dak., authority to take depositions in re its application for renewal of license scheduled for hearing Sept. 19th/

The Commission also granted 314 licenses for amateur stations, of which 64 were new, 201 renewals, and 49 modifications. Of these 314 amateur stations, 44 are licensed for portable use, the balance as fixed stations.

Action On Examiners' Reports

KTAB, Associated Broadcasters, Inc., San Francisco, Cal., granted renewal of license on 560 kc., 1 KW, unlimited time, sustaining Chife Examiner Ellis A. Yost; KFWF, St. Louis Trust Center, St. Louis, Mo., and WIL, Missouri Broadcasting Corp., St. Louis, Mo., applications for renewal of licenses remanded to docket; WJW, Mansfield Broadcasting Association, Mansfield, Ohio, granted permission to move station from Mansfield to Akron, Ohio, using same facilities, i.e., 1210 kc., 100 watts, unlimited time, reversing Examiner R. H. Hyde

Applications Dismissed

WOL, American Broadcasting Co., Washington, D. C., modification of license 1240 kc., 250 w., unliiited time; Steubenville Broadcasting Co., Steubenville, Ohio, C.P. 1420 kc., 100 watts, special hours; dismissed at request of applicants.

Miscellaneous

WNOX, WNOX, Inc., Knoxville, Tenn., application for renewal of license dismissed from hearing docket and granted, because Tenn. State Press Co., failed to file an appearance withint time allowed; WREC, WREC, Inc., Memphis, Tenn., granted permission to intervene in application of 31st St. Baptist Church, Indianapolis, for C.P. for broadcasting station, application to be heard Sept. 22nd;

HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING WASHINGTON, D. C.

ISSUED TWICE A WEEK AND CONTAINING THE LATEST INFORMATION REGARDING THE RULINGS OF THE FEDERAL RADIO COMMISSION, RADIO LEGISLATION, DEPARTMENT OF COMMERCE REGULATIONS, CHANGES IN WAVELENGTH, CALL LETTERS AND POWER, PATENTS, EXPORTS, FEDERAL TRADE COMMISSION RULINGS AND OTHER MATTERS OF INTEREST TO BROADCASTERS AND MANUFACTURERS. :: :: CONFIDENTIAL—NOT FOR PUBLICATION. :: ::

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FEDERAL RADIO COMMISSION

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No. 560

RADIO REGISTERS AIR CONDITIONS IN ARCTIC

Radio meteorographs are the newest devices for bringing down to earth information on atmospheric conditions high above the clouds. Several of these instruments have just been calibrated by the United States Weather Bureau and sent to Alaska for use in obtaining facts for the Second International Polar Year, which started August 1st.

A radio meteorograph consists of an automatic temperature and pressure recording device and a compact radio sending apparatus. It is attached to a balloon for release at any desired point.

As the balloon rises the changes in barometric pressure and in temperature cause a metal finger to move across various contact points, thus transmitting radio signals. The observer on the ground below picks up these signals with a receiving set and, from calibrations of the instrument previously made, determines the corresponding temperatures and heights.

In thickly settled areas instruments that automatically record atmospheric changes on tracing paper are often sent up in balloons. Attached to a parachute and bearing a tag asking that they be returned to the nearest Weather Bureau station, they stand a good chance of being recovered.

In the uninhabited polar regions, however, they are not likely to be seen again. The radio meteorograph was, therefore, designed for use there.

Atmospheric records at all levels up to about 4 miles can be obtained by pilots in airplanes. To get records at higher levels, however, balloons are necessary. They go 10 miles or more up into the stratosphere before they burst.

Radio meteorographs are designed to promote that part of the polar year program which calls for a determination of the relationship between weather conditions in the polar regions and those in the lower latitudes. They will also help toward a better understanding of the general circulation of the atmosphere over the earth.

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MAJESTIC ANNOUNCES EIGHT NEW MODELS

In announcing the complete new line of Majestic radio receivers for Fall and Winter, B. J. Grigsby, President of the Grigsby-Grunow Company, declares, "with due consideration of Majestic's past record of achievements, I sincerely believe that our new models surpass all that has gone before. They represent the latest developments in radio, with new refinements and advancements giving simple and easy operation, providing a tone quality that is the nearest approach to perfection yet attained. The beautiful new cabinets show an intelligent application of pleasing motifs designed to harmonize with the present day trend of furniture making."

The reception accorded the first showing of these new Majestic receivers at various distributor and dealer meetings seems to verify Mr. Grigsby's statement. D. M. Compton, Vice-President and General Manager, also said, in part, "not only have we given the public outstanding and remarkable radio receivers both in performance and beauty, but priced them so low that they represent the most amazing values ever offered. There are eight models within a price range of from $44.50 to $149.50, complete with tubes and Federal tax paid, with prices slightly higher on the West Coast. We have voluntarily cut our margin of profit to the lowest point in the history of our company, a profit so small as to be almost negligible, in order that Majestic dealers may profit thereby, and at the same time offer to their trade a high quality radio at startling low prices."

The new Majestic line comprises eight models, of which two are table models. The chassis employed are all superheterodynes, two each of 7, 9, 11 and 12 tubes. Of the two 12-tube radios, one is a broadcast and short wave receiver providing a range of from 15 to 550 meters. The other 12-tube is Model No. 324, and termed the "Anniversary Model". This receiver combines all the Majestic features in a beautiful six-legged console of Gothic design with matched butt walnut doors. Its list price is $149.50, including tubes and Federal tax paid. Dealers are permitted an extremely generous trade-in margin on this model and it should prove popular both with dealers and the owners of obsolete receivers.

Among some of the features of these new Majestic radio receivers may be mentioned Automatic Synchro-Silent Tuning, full-range Tone Control, Automatic Volume Control, Visual-Lite Tuning Dial, Twin Super-Dynamic Speakers, Duo-Diode Detection, full pentode amplification, new resistance-coupled push-pull output, and mercury vapor rectification.

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NEW WASHINGTON COLUMBIA STATION TO OPEN NEXT MONTH

Secrets which have lain hidden behind the vague evasions and blank expressions of Columbia's local staff are coming out thick and fast these days, according to Don Craig, Jr., Washington radio scribe. "The new WJSV is taking form - in stone and steel - and there's no denying it", Mr. Craig writes.

"The little brick bungalow on the Memorial Highway, near Alexandria, Va., and across the river from the National Capital, which will house Columbia's Washington, D.C., outlet, is more than half completed. The 310-foot towers are up. And the little coupling house, standing in the swamp between them, is receiving its final touches.

"It's a beautiful layout. No expense has been spared to bring WJSV into Washington as nearly perfect as is possible. But, with all due respect to Columbia's crack N. Y. architect, I don't see why they made the studios so small.

"There will be two of them in the highway bungalow. The largest is 22 x 15 feet. Both WRC and WMAL in Washington have studios with an area of more than 500 square feet over this. And there have been times when even WRC has been crowded for space.

"Of course, it would make a swell story if Columbia invited half the Marine Band to the highway studios and the other half to the Shoreham Building studios. But the resulting program is problematical.

"The date for the opening of WJSV is now set for October 20th."

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NBC NEW ACCOUNTS

NEW - Frigidaire Corp. (Electric refrigerators), Dayton, Ohio; Agency - The Geyer Co., Dayton, Ohio; Starts September 15, 1932 Tuesday, Wednesday, Thursday, 5:00-5:15 P.M., Basic Blue Network, Northwestern SE, SC, SW, Mt. Orange, KFSD, KTAR; Program - "The Frigidairians" - Charles Allen speaker and orchestra.

NEW - C. F. Mueller Co. (Macaroni and Spaghetti), Jersey City, N. J.; Agency - Thomas M. Bowers Advertising Agency, New York City; Starts - September 29, 1932, for 13 weeks, Thursday, 11:00-11:15 A.M., EDST, Basic Blue Network except KWCR; Program - Mrs. A. M. Goudiss - cooking talks.

NEW - Kraft Phenix Cheese Co. (Mayonnaise), Chicago, Ill; Agency - J. Walter Thompson Co., Chicago, Ill; Starts - September 27, 1932, for 13 weeks, 11:00-11:15 A.M., Tuesdays, EDST; Basic Blue network except KWCC; Program - Mrs. A. M. Goudiss - cooking talks.

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ILLUSTRATED VOICE ENTERS RADIO ADVERTISING FIELD

Evidently designed to enter into competition with commercial broadcasters in the advertising field is the "Illustrated Voice", a device put forward by the Western Union Telegraph Co. and the Fairchild-Wood Visaphone Company, of New York City. Apparently the idea is an adaptation of radio advertising and evidently was suggested by the success of the latter.

It is a machine which Western Union messengers will take into homes, operate and take back when the performance is finished. It projects pictures with accompanying music and advertising, the latter furnished by a phonograph record. The photographs shown are not moving pictures but of the still variety.

One of the first uses to which it will be put will be the projection of political speeches.

"The service is expected to prove popular even for afternoon teas and bridge parties", said W. Wadsworth Wood, its inventor. "For instance, Mrs. X may telephone for the 'third lesson on contract bridge' by a noted bridge authority and receive it by messenger in a few minutes for the entertainment of her guests. A number of large corporations have contracted for the service, including General Electric, Westinghouse and du Pont. Pictures, diagrams, charts and other visual matter have been coordinated with the recorded voice for a wide variety of subject matter, and the scope and distribution of the service will be rapidly broadened."

About 100 machines are now in use and service is said to be available in upwards of twenty cities.

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COOLIDGE IS REPUBLICANS STAR BROADCASTER

If former President Coolidge contributes a nation-wide broadcast to the Hoover campaign, as reported, the chances are that from a radio standpoint he will make a workmanlike job of it. Never enthusiastic about the radio as a means of entertainment, Mr. Coolidge has ample faith in it for political and business purposes and has, with characteristic chrewdness availed himself of it frequently.

As President, Mr. Coolidge, through his secretary, Everett Sanders, now Chairman of the Republican National Committee, always saw to it that his important speeches were widely broadcast. He has used the radio since with good results, it is reported, in behalf of the insurance company of which he is a director.

Once to his regret. For it was in one of these insurance speeches that the former President made an assertion which allegedly reflected upon a certain type of insurance. Upon learning of his error, Mr. Coolidge, with his usual spirit of fairness, sent Mr. Sanders to St. Louis to soothe the outraged complainant with a cash settlement rather than resort to a legal subterfuge.

Mr. Coolidge has a splendid microphone voice and admittedly is one of the Republican party's best radio speakers. It is expected that the entire nation will hear his address if he decides to make one.

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ON A SILVER PLATTER - SAYS "O. H."

The following editorial written by O. H. Caldwell appears in the September issue of Radio Retailing:

"I have just come from the studios of the great broadcasting systems. They are all 'steamed up' and busy as bee-hives with big plans for program features this Fall and Winter. They are spending money for talent and novelties at a rate of prodigality to make Ziegfeld turn over in his untimely grave. And all this parade of million-dollar programs, news features, music and education will help radio dealers sell sets this Fall!

"I have just bumped into some of my Washington friends who are now in the thick of politics. Never, they tell me, was so much interest manifested in an election. This Fall, they say, people will be sitting close to their receivers, carefully taking in every word. Never was an election held that meant so much, personally, to so many people. Radio will be the battleground for ballots. News will be in demand early and late, every night this Fall. And here again the radio dealer wins!

"I have talked with the radio-set manufacturers. They have new models that are wonders, - with new depths of beauty of tone, new appeals for purchasers to bring out hoarded dollars. The manufacturers have given the dealers fine merchandise to sell, and at prices that must move the goods.

"Nowhere else is any group of merchants blessed with such an opportunity as is now laid at the feet of the radio dealers of America in this Fall of 1932. Programs, concerts, stage stars, news events, politics, the campaigns, the elections, improved merchandise, - all combine to make radio the most important item in any home.

"We have all been through some tough times together, these past two years. But now it looks as if the goods of politi and the gods of broadcasting had contrived to hand us opportuni galore - hand it to us on silver platters. Radio's 'big push' is on!"

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BELGIUM TAKES UP WIRED RADIO PLAN

Citizens of the ancient city of Ghent, Belgium, will henceforth only have to plug in a loud speaker and pay about 25 cents a month for their radio programs.

This will tend to reduce costs to the listeners, for there will be no sets to purchase and install. Less static will also result from this new development, since the programs will reach the home directly by wires. Considerable revenue will also doubtless accrue to the city, after the initial cost of installation has been paid off.

A new broadcasting station will shortly be established in the city capable of receiving and distributing programs on short, intermediate, and long waves. City authorities announce the station will have a maximum capacity for serving 30,000 subscribers and anticipate that 3,500 will be served immediately upon completion of the installation.

Four station programs will be made available by wire to the home of the radio subscriber, and each subscriber will be provided with an outlet plug and changeover switch for selection of any one of the four. Loud speakers may be purchased from the city or upon the open market.

While the subscription rate for this service has not been definitely fixed, financing of the scheme will probably be fixed at a fee of 2 francs per week (franc equal to about 2.8 cents U.S. currency). It is expected that the service will be inaugurated sometime during the Spring of 1933.

City electricity is being changed over from direct to alternating current, and the old cables will be used to transmit the programs, thus expediting the starting of the service.

Similar systems have been applied in part to other countries, notably The Netherlands and Switzerland. For instance, in Switzerland, telephone subscribers in Basel, Berne, Geneva, Zurich, Chur, Lausanne, Lugano, Locarno, Bellinzona and Montreaux, may enjoy radio broadcasts without actually owning a set. To date there are approximately 2,000 such installations in use.

Also early this year the well-known Philips Radio Works at Eindhoven, The Netherlands, stated that they had completed tests showing the practicability of distributing "simultaneously several radio programs over the ordinary electric light net". Tests showed that the programs could be sent over long distances by the high-voltage transmission lines, in no way endangering the dependability of the ordinary electric net.

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APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

September 7 - WSYB, Philip Weiss Music Co., Rutland, Vermont, modification of C.P. issued 8/12/32, change of equipment and transmitter locally, to extend date of completion to 11/28/32; WHAM, Stromberg-Carlson Telephone Manufacturing Co., Rochester, N.Y., modification of C.P. issued 11/17/31 to extend date of commencement and date of completion; WNBW, Home Cut Glass & China Co., Carbondale, Pa., voluntary assignment of C.P. and license to WNBW, Inc.; KASA, E. M. Woody, Elk City, Okla., modification of C.P. issued 7/1/32 for new station, to change equipment and move transmitter and studio locally; KGFI, Eagle Broadcasting Co., Inc., Corpus Christi, Texas, license to cover C.P. issued 4/19/32 for changes in equipment.

Also, WJBY, Gadsden Broadcasting Co., Inc., Gadsden, Ala., voluntary assignment of license to Ingram Broadcasting Co.; John Tindale, Abilene, Texas, C.P. for new station to use 1420 kcs., 100 watts, share time equally with KABC. Requests facilities of KABC, San Antonio, Texas; WCCO, Northwestern Broadcasting, Inc., Minneapolis, Minn., license to cover C.P. issued 11/17/31 as modified for new equipment and operate with 50 KW power; KFQD, Anchorage Radio Club, Inc., Anchorage, Alaska, license to cover C.P. issued 4/26/32 change in equipment and increase operating power from 100 to 250 watts.

Applications Other Than Broadcasting

September 7 - Westinghouse Electric & Manufacturing Co.: W10XAQ, Portable on any aircraft, initially on NC-1771, C.P. for authority to operate as a ground station at Hampden Co., Mass., frequency 2398, 3492.5, 6425, 12862.5, 1594, 4797.5, 8655, 17310, 23100, 25700, 26000, 27100, 34600, 41000, 51400, 60000-400000, 401000 and above 250 watts, general experimental station; also license covering above C.P.; Also, at Chicopee Falls, Mass., new C.P. for 1594, 2398, 3492.5, 4797.5, 6245, 8655, 12862.5, 17310, 23100, 25700, 26000, 27100, 34600, 41000, 51400, 60000-400000, 401000 and above, variable up to 250 watts, general experimental; WHER, Portable, initial location "SS St. John", Boston, Mass., renewal of broadcast pickup license for 1566, 2390 kc., 15 watts.

Also, Howard A. Ssyse: W8XAK, Portable in Erie County, New York, license covering C.P. for 51400 kc., 10 watts, general experimental station; W8XAJ, Portable in Erie Co., New York, license covering C.P. for 51400, 60500, 70500, 80500, 90500, 100500 kc., 10 watts, general experimental station; WIEF, Miami Broadcasting Co., Inc., Portable - initial location, Miami, Fla., renewal of broadcast pickup license for 2342 kc., 15 watts; W2XDV, Atlantic Broadcasting Corp., New York, N. Y., renewal of general experimental license for 23100, 25700, 26000, 27100, 34600, 41000, 51400, 60000-400000, 401000 and above, 50 watts; Prof. Neil H. Williams: W8XV, and W8XU, Portables, initial location, Ann Arbor, Mich., renewal of general experimental licenses for 34600, 41000, 51400, 60000-400000 kc., 15 and 5 watts respectively.

Also, Carleton D. Haigis: W3XAF and W3XAE, Portables - initial locations, Gloucester City, N. J., licenses covering C.P.s for 27100, 34600, 41000, 51400, 60000-400000, 401000 and above, 250 watts, general experimental station; There were also received 19 applications for amateur station licenses.

September 8 - R.C.A. Communications, Inc.: KIO, Kahuku, T. H., and KKW, KET, KEL, KEJ, Bolinas, Calif., modification of license for change in primary communication points: point-to-point telegraph station; W9XAL, First National Television Corporation, Kansas City, Mo., modification of C.P. for extension of completion date to October 15, 1932, experimental visual broadcasting station; Kohler Aviation Corporation, license for aircraft, 51400, 60000 kc., 15 w., general experimental station. There were also received 77 applications for amateur station licenses.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

The effective date of Rule 145, which requires stations to keep within 50 cycles of their assigned frequencies, for the following stations was extended to September 30th since the licensees have ordered frequency monitors to be delivered before that date:

WLBZ, Bangor, Maine; WSYY, Rutland, Vermont; WMAS, Watertown, Mass.; WCOC, Meridian, Miss,; WSBT, South Bend, Ind.; WFAM, South Bend, Ind.; WJBO, New Orleans, La.; WCGU, Brooklyn, N.Y.; WSJS, Winston-Salem, N. C.; WHOM, Jersey City, N. J.; WTAX, Springfield, Ill.; KMJ, Fresno, Cal.; KGKY, Scottsbluff, Neb.; KERN, Bakersfield, Cal.; KOH, Reno, Nev.; WEDC, Chicago, Ill.; KFJF, Oklahoma City, Okla.; KGIX, Las Vegas, Nev.; KGFW, Kearney, Neb.; WPAD, Paducah, Ky.; WWAE, Hammond, Ind.; KFXM, San Barnardino, Cal.; WHBD, Mount Orag, Ohio; KICA, Clovis, N.M.; WIBX, Utica, N.Y.; WSAN, Allentown, Pa.; KTSM, El Paso, Texas; WDAH, El Paso, Tex.; WBAX, Wilkes-Barre, Pa.; WCBA, Allentown, Pa.; KWJJ, Portland, Oregon; KVOA, Tucson, Ariz.; KGCX, Wolf Point, Mont.; KARK, Little Rock, Ark.; WCOD, Harrisburg, Pa.; KGHF, Pueblo, Colo.; WSYR-WMAC, Syracuse, N. Y.; WAGM, Presque Isle, Maine; KVOS, Bellingham, Wash.;

Also, KPQ, Wenatchee, Wash.; KUOA, Fort Smith, Ark.; KGBU Ketchikan, Alaska; KFQD, Anchorage, Alaska; KNOW, Austin, Texas; WOWO, Fort Wayne, Ind.; WGL, Fort Wayne, Ind.; WPHR, Petersburg, Va.; KXA, Seattle, Wash.; WKBN, Youngstown, Ohio; KRGV, Harlingen, Texas; WLBL, Stevens Point, Wis.; WIBA, Madison, Wis.; KICK, Red Oak, Iowa; WGAL, Lancaster, Pa.; WJSV, Alexandria, Va.; WILM, Wilmington, Del.; WOAI, San Antonio, Texas; WMIL, Brooklyn, N. Y.; KWCR Cedar Rapids, Iowa; WSBC, Chicago, Ill.; KGCU, Mandan, N. D.; WCAJ, Lincoln, Neb.; KVL, Seattle, Wash.; WHA, Madison, Wis.; KPPC, Pasadena, Cal.; WTAR, Norfolk, Va.; WEVD, New York, N. Y.; KFYR, Bismarck, N. D.; WPFB, Hattiesburg, Miss.; WRAW, Reading, Pa.; KFOR, Lincoln, Neb.; WGH, Newport News, Va.; KTAT, Fort Worth, Tex

Also, WSVS, Buffalo, N. Y.; KPJM, Prescott, Ariz.; WFOX, Brooklyn, N. Y.; WIL, St. Louis, Missouri; KWSC, Pullman, Wash.; WKBZ, Ludington, Mich.; WAWZ, Zarephath, N. J.; WBMS, Hackensack, N.J.; WBTM, Danville, Va.; WCAL, Northfield, Minn.; WCAX, Burlington, Vt.; WCBD, Zion, Ill.; WCBS, Springfield, Ill.; WCOH, Yonkers, N.Y.; WERE, Erie, Pa.; WHBC, Canton, Ohio; WHDL, Tupper Lake, N. Y.; WKBH, LaCrosse, Wis.; WOCL, Jamestown, N. Y.; WORK, York, Pa.; WRAK, Williamsport, Pa.; WWRL, New York, N. Y.; KCRJ, Jerome, Ariz.; KFBL Everett, Wash.; KFEL, Denver, Colo.; KFJM, Grand Forks, N. D.; KGCR, Watertown, S. D.; KGEK, Yuma, Colo.; KGEZ, Kalispell, Mont.; KGFX Pierre, S. D.; KGNF, North Platte, Neb.; KGVO, Missoula, Mont.; KMA, Shenandoah, Iowa.; KPOF, Denver, Colo.; KSEI, Pocatello, Idaho; KSTP, St. Paul, Minn.; KTFI, Twin Falls, Idaho; KUMA, Yuma, Ariz.; KWKC, Kansas City, Mo.; KXL, Portland, Oregon; KXO, El Centro, Cal.

The Commission granted the following applications for renewal of general experimental station licenses for experimental service. Authority is granted in each case to use A-1, A-2, A-3 and special emission, provided the maximum communication band width, plus tolerance, does not exceed the frequency separation band width.

Bell Telephone Laboratories, Inc.: W2XAA, Portable Mobile W2XAV, Portable and Mobile, W2XG, Ocean Township, N. J., 1 KW, 1 KW and 10 KW respectively - 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 23100, 25700, 26000, 27100, 34600, 41000, 51400, 60000-400000, 401000 kc., and above; W9XAM, Elgin National Watch Co., Elgin, Ill., 500 watts, 4797.5 kc.; W10XB, Joseph Lyman, NC-508-W, 2 watts, 60000-400000 kc.; The Journal Co. (The Milwaukee Journal), - Portable and Mobile: W9XAJ, W9XAI - 7.5 watts, - 51400, 60000-400000 kc.;

Massachusetts Institute of Technology: W1XP, South Dartmouth, Mass. - 1 KW - 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 23100, 25700, 26000, 27100, 34600, 41000 kc.; W1XM, Cambridge, Mass., 500 watts - 1594, 2398, 3492.5, 6425, 8655, 12862.5, 17310, 23100, 25700, 26000, 4797.5 kc.; National Broadcasting Co., Inc.: W10XAP, and W10XAN, Portable and Mobile, 7.5 and 10 watts respectively - 17310, 25700, 26000, 27100, 34600, 41000, 51400, 60000-400000, 401000 kc., and above; W10XAS, The Pacific Telephone & Telegraph Co., Portable and Mobile, 50 watts, 1594, 2398, 3492.5, 4797.5 kc.

Also, R.C.A. Communications, Inc., Portable and Mobile - W2XDC, 15 watts - 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 34600, 51400, 60000-400000 kc.; Radiomarine Corporation of America: W10XC and W10XA, Portable and Mobile - .5 watts - 34600, 41000, 51400, 60000-400000 kc.; W1XAN, Round Hills Radio Corp., Portable, 500 watts, - 1594, 2398, 3492.5, 4797.5, 6425 kc.; W9XJ, University of North Dakota, Grand Forks, N. D., and W8XAW, West Virginia University, Morgantown, W. V., 500 and 200 watts respectively - 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 23100, 25700, 26000, 27100, 34600, 41000, 51400, 60000-400000, 401000 kc., and above.

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HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING WASHINGTON, D. C.

ISSUED TWICE A WEEK AND CONTAINING THE LATEST INFORMATION REGARDING THE RULINGS OF THE FEDERAL RADIO COMMISSION, RADIO LEGISLATION, DEPARTMENT OF COMMERCE REGULATIONS, CHANGES IN WAVELENGTH, CALL LETTERS AND POWER, PATENTS, EXPORTS, FEDERAL TRADE COMMISSION RULINGS AND OTHER MATTERS OF INTEREST TO BROADCASTERS AND MANUFACTURERS. :: :: **CONFIDENTIAL—NOT FOR PUBLICATION.** :: ::

National Broadcasting Company, Inc.
GENERAL LIBRARY
711 Fifth Avenue, New York, N. Y.

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No. 561

SUBSCRIPTION PRICE, $10. PER MONTH. NO CONTRACT REQUIRED.

COLUMBIA MOVES TO SHORTEN SALES TALKS

A revolutionary step in radio advertising has been taken by the Columbia Broadcasting System with the announcement by its president, William S. Paley, of the adoption of a new tentative policy affecting the length and nature of sponsored programs.

According to a statement issued by Mr. Paley to advertisers and advertising agencies, the restriction which heretofore has prevented advertisers from mentioning on the network the prices to be paid for their products will be eliminated on and after Thursday, September 15th.

To this end the following schedule has been drawn up:

(a) Not more than two price mentions on a 15-minute program, provided that: -- the total length of all "sales talk" shall not exceed one and a half minutes; (b) Not more than three price mentions on a 30-minute program, provided that; -- the total length of all "sales talk" shall not exceed three minutes; (c) Not more than five price mentions on a 60-minute program, provided that: -- the total length of all "sales talk" shall not exceed six minuts.

Mr. Paley emphasized that prices mentioned must be of the article or articles advertised and must be in no sense competitive or comparative.

As a further service to the listening public, Columbia proposed to its advertisers that they, by mutual agreement, avoid the conflict of successive commercial continuities. In other words every effort will be made to prevent a sales talk at the end of one program and another at the beginning of the following one.

In connection with the release of his announcement, Mr. Paley was quick to point out that although the first object of the new policy was to reduce the amount of "sales talk", it might also have a tremendous effect upon economic recovery.

"At the new price levels", said Mr. Paley, "there are many bargains for the public. We in Columbia feel that the mention of these prices should provide an undoubted impetus to buying."

"It has been pointed out to us by men who have been closely identified with the trend we have mentioned, that it lay within the power of the Columbia Broadcasting System to remove a major difficulty in the path toward briefer and more potent 'sales talks'", Mr. Paley explained. "The inability to crystallize a selling story into a mention of the price of the advertised product, they have felt, often made necessary hundreds of added words to compensate, in length, what the sales story lacked in definite price appeal. Or putting it conversely, a single price mention would be worth hundreds of added words of product description or sales persuasion.

"We have tried to analyze this problem carefully from the viewpoint of the advertiser, the audience, and the network. We have recognized, frankly, that price is an important and often decisive part of the news about a product or a service. Highly aware of the abuses to which price mention might be put if it were indiscriminately permitted on network programs, we have sought for a solution to the problem which would obviate those abuses and evoke, instead, higher standards of radio broadcasting, and a still higher degree of return for the advertiser.

"We realize that such a solution, though it may be proposed or initiated by us, rests ultimately in the hands of advertisers and advertising agencies, and that no final decision as to precedent or policy can be made soundly without a period of test and trial.

"We should like to propose, as the second part of this plan, a further strategy whose execution requires a certain degree of cooperation between advertisers and agencies and whose fulfillment could not fail to benefit every program on the air:

> "We propose that advertisers, by mutual arrangement, avoid the conflict of commercial continuities in direct succession. In other words, that advertisers space their continuities so that if one program ends with a sales talk, the next program shall not begin with one. Under the present system, the listener is often exposed to a two-minute talk on, for instance, bath soap, immediately followed (after the station break) by perhaps a two-minute talk on coffee.
>
> "Regardless of the relative degree of compatibility or incompatibility of two different sales talks in direct juxtaposition, emphasis is reduced, some effectiveness must be lost, and the radio listener is exposed to double the amount of continuous sales talk that either advertiser would consider a surfeit on his own respective program. We believe that if advertisers whose programs follow each other arranged, by agreement, to avoid this conflict, any given amount of sales talk on the air would at once appear substantially reduced and would be, in ratio, substantially more effective.

"We believe a conviction is current among advertisers that the past twelve months have demonstrated the effectiveness of radio as a direct selling weapon to a degree that was scarcely hoped for in the early days of broadcasting. We offer the foregoing program as a means of increasing still further the effectiveness of radio as a medium by (1) rendering a more complete and satisfactory service to the listening public, (a) clarifying and emphasizing the advertising message, and (3) reducing commensurately the length of the commercial continuity.

"Our specific contribution toward this end is the permitting of price mention. The permanence of this policy must rest with the response which it meets among program builders and radio

listeners. The Columbia Broadcasting System reserves the right to revoke this policy without prior notice if, in its judgment, it fails to meet with satisfactory response on the part of either the former or the latter or fails of its purpose to elevate the standards of radio broadcasting."

While there has been no formal announcement from the National Broadcasting Company, it is believed they are in sympathy with the new Columbia policy. Prices were quoted during the program of the A. & P. Gypsies last Monday night.

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MAJESTIC SPONSORS $100,000 CONTEST

From September 15th to October 15th, Majestic Dealers throughout the country will conduct a new type of contest to "find the oldest radio". The contest is divided into two parts - the national search and the community search. In the former, prizes are to be awarded as follows: To the owner of the Majestic Radio of earliest model and earliest serial number - $1,000. Second oldest - $500. Third oldest - $100. Fourth oldest - $50. To the next ten - $25 each, and ten awards of $10 each.

The other part of the contest is entirely local, and unlike most contests someone in every community where there is a Majestic dealer has a chance to win a prize award. There will be as many local prize winners as there are dealers. The prize to be awarded in the community contest is a genuine Silex Coffee Maker with a retail value of $12.95, the same type of coffee maker now used in the better restaurants through the country. These prizes will be awarded to communities regardless of the make of receiver, thus giving an opportunity for everyone to participate.

All one has to do to become eligible for a price is to enter the make, model and serial number of their radio with Majestic dealers. In addition, every contestant will be given a special trade-in allowance on any set entered in the contest.

Attractive window displays have been designed for dealers' use during the contest and "Saturday Evening Post" advertising will also carry the story of this contest.

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AIR TRANSPORT TO EXPERIMENT WITH ULTRA-HIGH RADIO WAVES

The first attempt by a commercial aircraft company to experiment with ultra-high frequencies for air-ground communication by radio will be made by the Koehler Aviation Corporation, the Federal Radio Commission pointed out in its decisions handed down September 13th. The Commission granted a construction permit for the experiment for the use of 51400 kc.

The concern operates a fleet of airplanes between Detroit and Milwaukee via Grand Rapids. Many individuals, firms, and corporations, the Commission states, are now actively engaged in research work in the ultra high frequency field and encouraging results are being reported. The statement of the Commission in reference to high frequency experiments follows:

"The Commission granted the application of the Koehler Aviation Corp. for the use of the frequency 51400 kilocycles on an experimental basis, to determine the value of the high frequencies for airground communication. This is the first case where a commercial aircraft company has decided to experiment with the very high frequencies for this purpose.

"Another interesting experiment in the ultra high frequency field has just been authorized by the Commission which granted to the Department of Conservation and Development of the State of New Jersey permission to use four portable stations for the development of a communication system to be used in combatting forest fires. These stations will use the frequencies 34600, 41000, 51000, 50000-400000 kc., with 5 watts.

"Many individuals, firms and corporations are now actively engaged in research work in the ultra high frequency field and encouraging results are being reported. Experiments are being conducted in that field in general research work, point-to-point communication, emergency police service, visual broadcasting, local broadcasting and aircraft control. The Government is also experimenting with the high frequencies."

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$100,000 LIBEL SUIT FOR BOSTON STATION

The owner of a Boston radio studio faces a suit for $100,000 as the result of the broadcasting of news items. Dr. James C. Rowley, of Lynn, has brought suit for that amount against the Edison Electric Illuminating Co. of Boston, owner of WEEI. The physician charges that his reputation was injured and his business damaged as the result of a new item broadcast from WEEI.

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POWEL CROSLEY, SR. DIES

Powel Crosley, Sr., prominent Cincinnati attorney, whose son, Powel Crosley, Jr., is President of the Crosley Radio Corporation, died in Christ Hospital on Tuesday. He was 82 years old.

Mr. Crosley was born on a farm near Lebanon, Ohio. He was eleven when the Civil War started, and being a good reader, would read newspaper accounts of the war to groups of neighboring farmers.

After leaving the farm he taught school, served as school principal in Clarkville, Ohio, became manager of a commercial house in St. Joseph, Mo., and then gave up business to study law. Graduating from Ann Arbor Law School in 1876, he at once began the practice of law in Cincinnati. He and his law partners took part in many important cases, but he always was considered "chief counsel".

In 1890, Mr. Crosley obtained from the Pike estate a perpetual lease of the Pike Opera House with privilege of purchase. His lease was sold several years later and the Sinton Hotel was built on the site of the opera house.

He was the Republican nominee for Common Please judge in 1891. He was a charter member of the Lincoln Club.

Mr. Crosley was a pioneer in taking an interest in wireless and radio, which since have carried the family name to all parts of the world through the two Crosley radio stations. He bought some stock in Marconi's original company after the letter "S" was first flashed across the Atlantic Ocean.

His son, Powel, became interested in radio as a boy, buying parts and building sets. That was the beginning of The Crosley Radio Corporation.

On the occasion of the eightieth birthday of Mr. Powel Crosley, Sr. in 1929, there was a reception and family reunion. Despite his advanced age he had enjoyed good health until recently, and went to his law office daily.

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ARCTURUS EXPORTS INCREASE 70%

An indication of the great popularity of American-made radio tubes is evidenced in figures released by Walter A. Coogan, Export Manager of the Arcturus Radio Tube Company, Newark, N. J.

"For the first six months of this year", says Mr. Coogan, "our export sales have increased over 70% in comparison to the first six months of 1931. This is gratifying when it is considered that our export sales for 1931 showed an 87% increase over the year of 1930.

"With more set manufacturers in the United States, as well as a multitude of foreign set manufacturers, using Arcturus Tubes as initial equipment, our distribution extends into 76 foreign countries I know of no other tube that has an equal world-wide distribution. In many countries Arcturus leads from the standpoint of volume sales.

"This world-wide distribution and acceptance is reflected in the fact that more and more set manufacturers in the United States are equipping their receivers with Arcturus Tubes as initial equipment. There is hardly a foreign radio market of any consequence where Arcturus tubes and service cannot be obtained."

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COLUMBIA NEW AND RENEWED ACCOUNTS

Primrose House, Inc., New York City (Cosmetics); Agency - Erwin, Wasey & Co., New York; Program - "Primrose House Hour", Mary Olds, talk, and Edwin Knells, baritone; Time - Wednesday and Friday, 9:45-10:00 A.M., current New York time, starting September 14th: Stations: WABC.

Chr. Hanson's Laboratory, Inc., Little Falls, N. Y. (Junket); Agency - Mitchell-Faust-Dickson & Wieland, Chicago; Program - to be determined; Time - Tuesday and Thursday, 5:45-6:00 P.M. CNYT, starting November 15, 1932; Stations: WABC.

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PLANS TO REDUCE CAPITAL

Stockholders of Sparks-Withington Company will vote on a proposal to reduce capital by retiring 12,850 treasury shares amounting to $252,562 and by reducing the stated capital from $4,445,223 to $2,251,685. If this action is approved, the company plans to write off the balance sheet such items as good-will, patents and trade names, now carried at $312,544, and also to write off entirely the values of tools and dyes.

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RADIO CONTEST INCENTIVE TO YOUR COMPOSER

The prize contest of Deems Taylor and the NBC last season proved a great incentive to at least one young American composer. Apparently orchestra conductors are falling over one another in an effort to secure the privilege of playing "Traffic" composed by Carl E. Eppert, conductor of the Milwaukee Symphony Orchestra, who won second prize in the NBC contest.

The orchestra score is now being published by H. T. Fitz Simons, of Chicago, and among those who have requested copies for performances this Winter are Stokowski, of the Philadelphia Orchestra and Sokoloff, of the Cleveland Orchestra.

"Traffic" made such a fine impression under the baton of Frederick Stock, of the Chicago Orchestra, at Hollywood Bowl that he is to repeat it in Chicago. Goosens has likewise accepted it for the Cincinnati Orchestra.

Hans Kindler, of the Washington Symphony Orchestra, was a judge in the NBC contest. Mr. Kindler thus happened to be among those who heard the original broadcast of "Traffic" but did not know at the time that Carl Eppert, whom he had formerly known in Berlin, was its composer.

Encouraged by his success in winning an award in the nation-wide contest with "Traffic", Mr. Eppert this Summer turned out a sequel to it called "City Nights". Oddly enough this was composed out in the country where Mr. Eppert writes, "we hardly heard an auto".

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APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

September 9 - WDEV, Harry C. Whitehill, Waterbury, Vt. modification of C.P. issued 7/29/32 changes in equipment and extend date of completion; WOR, Bamberger Broadcasting Service, Inc., Newark, N.J., C.P. to move transmitter to Shore Road, Tremley, N.J., change equipment and increase operating power from 5 KW to 50 KW; WFIW, WFIW, Inc., Hopkinsville, Ky., C.P. to change location of transmitter and main studio to Louisville, Ky., exact location to be determined by tests; WCSC, South Carolina Broadcasting Co., Inc., Charleston, S. C., modification of license to change frequency and power from 1360 kc., 500 watts to 1450 kcs., 500 watts night, 1 KW day, requests exchange of frequency with WTFI, facilities of WTFI, Athens, Ga.; WTFI, Liberty Broadcasting Co., Athens, Ga., C.P. to change location of transmitter and main studio to Greenville, S.C., new equipment, change frequency and power from 1450 kcs., 500 watts to 1360 kcs.,500 watts night, 1 KW day; requests exchange of frequency with WCSC, facilities of WCSC, Charleston, S. C.

APPLICATIONS RELATED TO PERSONAL RADIO COMMUNICATIONS

Also, KFYO, T. E. Kirksey, trading as Kirksey Brothers, Lubbock, Texas, license to cover C.P. issued 7/19/32 for change in equipment; KUSD, University of South Dakota, Vermillion, S. D., modification of license to change hours to share with KFNF and WILL, to remove time clause from license; KFNF, Henry Field Company, Shenandoah, Iowa, modification of license to change hours to share with KUSD and WILL; to remove time clause from license; WILL, University of Illinois, Urbana, Ill., modification of license to change hours to share with KFNF and KUSD; to remove time clause from license; KTBR, M. E. Brown, Portland, Oregon, voluntary assignment of license to KALE, Inc.

Correction - WEBC, Head of the Lakes Broadcasting Co., Superior, Wis., modification of license to change modulation system of auxiliary transmitter and operate same with 1 KW power instead of 500 watts.

Sept. 13 - WMIL, Arthur Faske, Brooklyn, N. Y., modification of license to increase hours of operation; requests 1/3 time, formerly used by WLBX now deleted; WESG, W Neal Parker and Herbert H. Metcalfe, Glens Falls, N. Y., voluntary assignment of license to O. T. Griffin and G. F. Bissell, Hudson Falls, N. Y., C. P. to move station from Glens Falls, N. Y. to Hudson Falls, N. Y., and install new equipment; WEEU, d/b as Berks Broadcasting Co., Reading, Pa., voluntary assignment of license to Berks Broadcasting Co., a corporation; KOMA, National Radio Manufacturing Co., Oklahoma City, Okla., C.P. amended to give exact location of proposed transmitter as 7½ miles N.E. of Oklahoma City on U.S. Highway No. 66, and additional data on proposed equipment; KFBB, Buttrey Broadcast, Inc Great Falls, Mont., license to cover C.P. issued 3/25/32 for changes in equipment.

Applications Other Than Broadcasting

Sept. 9 - Aeronautical Radio, Inc.: KGUR, Burbank, Cal., and KGUB, modification of license for authority to remote control transmitter, aeronautical station (KGUR, also point-topoint station); WJER, The Journal Co., Portable, initial location, Milwaukee, Wis., renewal of broadcast pickup license for 1588, 2342 kc., 7½ watts. There were also received 138 applications for amateur station licenses.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted
(Sept. 13, 1932)

Herman G. Halsted, Hazleton, Pa., C.P. for new station to operate on 1420 kc., 100 watts, share with WILM (facilities of WILM): WILM, Delaware Broadcasting Co., Wilmington, Del., modification of license to reduce hours from unlimited to specified - 10 A.M. to 9 P.M., EST.

Also, R.C.A. Communications, Inc.: WEN, WEV, New Brunswick, N. J., WQT, WQI, Rocky Point, N. Y., and WGT, San Juan, P. R., modification of licenses, fixed public point-to-point telg. for change in primary points of communication and transmitter number; (WGT, to change primary points of communication only); WKD, Rocky Point, N. Y., modification of fixed public point-to-point telg. license to change serial number and primary points of communication; KDL, Radiomarine Corp. of America, Portable - in San Francisco Bay and vicinity, renewal of special experimental license for 1 year, 375 kc., 10 watts; W3XN, Bell Telephone Laboratories, Inc., Whippany, N. J., renewal of general experimental license; WDM, Wabash Radio Corp., Menominee, Mich., modification of public coastal and fixed public telg. license for change in hours of operation to: 8 A.M. to 12 noon, and 1 P.M. to 5 P.M. CST, each day in week.

Also, W8DLP, Charles W. Endres, Buffalo, N. Y., granted new amateur license; W5BWD, Andrew J. Edgar, Afton, Tex., application for renewal of amateur license and temporary operator's license; W8XQ, Goodyear Tire & Rubber Co., Suffield, Ohio, extension of time to complete construction to October 6, 1932; Kohler Aviation Corp.: General experimental C.P. 51400 and 60000 kc., 250 watts, Portable G. R. Airport, Paris Twp., Mich; Same - Portable in Aircraft NC-139-H, general experimental license 51400 and 60000 kc., 15 watts.

Renewal of Licenses

The Commission granted renewal of licenses for the regular period, to the following stations:

WACO, Waco, Tex.; WASH, Grand Rapids, Mich.; WBRC, Birmingham, Ala.; WCAE, Pittsburgh, Pa.; WCSH, Portland, Me.; WDAE, Tampa, Fla.; WDAY, Fargo, N. Dak.; WDBJ, Roanoke, Va.; WDEL, Wilmington, Del.; WDOD, Chattanooga, Tenn.; WDSU, New Orleans, La.; WEAI, Ithaca, N. Y.; WEBC, Superior, Wis.; WEBC (Auxiliary), Superior, Wis.; WFBM, Indianpolis, Ind.; WFBM (Auxiliary), Indianapolis, Ind.; WFBR, Baltimore, WHAD, Milwaukee, Wis.; WIBA, Madison, Wis.; WJDX, Jackson, Miss., WLBW, Oil City, Pa.; WNAC-WBIS, Boston, Mass.; WNBZ, Saranac Lake, N. Y.; WOOD, Grand Rapids, Mich.; WREN, Lawrence, Kans.; WRR, Dallas, Tex.; WSBT, South Bend, Ind.; WTAW College Station, Tex.; WTOC, Savannah, Ga.; WXYZ, Detroit, Mich.; Detroit, Mich.; KDYL, Salt Lake City; KFIO, Spokane, Wash.; KFKU, Lawrence, Kans.; KFQD, Anchorage, Alaska; KFSG, Los Angeles, Cal.

Also, KFUL, Galveston, Tex.; KFWB, Hollywood, Cal.; KGBZ, York, Neb.; KGCA, Decorah, Ia.; KGGF, So. Coffeyville, Okla.; KGGM, Albuquerque, N. Mex.; KLPM, Minot, N. Dak.; KMA. Shenandoah, Ia.; KMBC, Kansas City, Mo.; KOIL, Council Bluffs, Ia.; KOIN, Portland, Ore.; KOL, Seattle, Wash.; KQW, San Jose, Cal.; KRSC, Seattle, Wash.; KTAT, Fort Worth, Tex.; KTFI, Twin Falls, Idaho; KTRH, Houston, Tex.; KTSA, San Antonio, Tex.; KVOR, Colorado Springs, Colo.; KWLC, Decorah, Ia., and KYA, San Francisco, Cal.

Also, WDBO, Orlando Broadcasting Co., Inc., Orlando, Fla., special authorization to operate temporarily on 580 kc., with 250 watts on experimental basis. This authorization is granted subject to termination at any time without hearing or prior notice if the need arises; also subject to Commission's decision on application for modification of license.

Amateur Licenses

The Commission also granted licenses for 378 amateur stations, of which 146 were new, 183 renewals and 49 modifications. The 378 stations represent every radio district and section of the United States, including Alaska and Hawaii.

Ratification Of Acts Of Commissioners

WSCQ, Radiomarine Corp. of America, New York, granted 60 day authority to operate transmitter aboard vessel "Rawleigh Warner", frequency 125 to 500 kc., 750 w.; WFCE, Same Co., aboard vessel "Lewis Luckenbach", granted 60 day authority to operate station as combination 1st and 3rd class public service; WIEX, National Broadcasting Co., Inc., New York, authorized to operate station on board non-registered Steam Lighter "Freedom", instead of "Derelict" formerly HMS (action taken Sept. 8); KUJ, KUJ, Inc., Walla Walla, Wash., authorized to operate unlimited time Sept. 13 and Nov. 8th, and to operate after midnight on said dates; WISN, American Radio News Corp., Milwaukee, Wis., granted temporary authority to use transmitter of WHAD under call letters of WISN until repairs can be made for period not over 30 days; WIEK and WIEL, Atlantic Broadcasting Corp., New York, authorized to use stations Sept. 10 and 11th at Westbury and Sands Point, L. I. in connection with broadcast of polo matches, 1542 kc., or 2478 kc.

Also, W2XBJ, R.C.A. Communications, Inc., Rocky Point, N.Y., extended special authorization for 10 days to operate on fixed service frequencies 7470 and 14490 kc., to test equipment to be used at Bogota, Colombia; WKFI, J. Pat Scully, Greenville, Miss., granted extension of program test period for 30 days pending action on license application; WWRL, Long Island Broadcasting Corp., Woodwide, N. Y., authorized to operate from 10 to 12 P.M. Sept. 13th; KGGM, N. M. Broadcasting Co., Albuquerque, New Mexico, authorized to move transmitter within same building and remain silent Sept. 11th; WDEV, Harry C. Whitehill, Waterbury, Vt., authorized to change Sunday hours of operation from 2:30 P.M. to 4 P.M. to 10:30 A.M. to 12:30 P.M. EST for period not later than Nov. 29, 1932; KVOA, Robert M. Riculfi, Tucson, Ariz., authorized to operate from 9 P.M. to 12 midnight, MST, on Sept. 12 and 13; WAGM, Aroostook Broadcasting Corp. Presque Isle, Me., authorized to operate from 7 P.M. to midnight EST, Sept. 12th.

Action On Examiners' Reports

WAAB, Bay State Broadcasting Corp., Boston, Mass., denied, modification of license to increase power from 500 watts to 1 KW, sustaining Examiner E. W. Pratt; Harold N. Hanseth, Eureka, Cal.

granted C.P. for new station to operate on 1210 kc., 100 watts, daytime hours and 12 midnight to 2 A.M. on condition that a suitable transmitter site shall be selected by applicant and approved by the Commission before the construction authorized shall be commenced. Examiner E. W. Pratt sustained.

Miscellaneous

KPJM, A. P. Miller, Prescott, Ariz., reconsidered action of August 30th, in granting license to A. P. Miller and designated application for hearing. License to be recalled and temporary license issued to M. B. Scott and Ed. C. Sturm to be extended pending outcome of hearing, when R. W. and D. P. Lautzenheiser's application for facilities of this station will be considered; KICK Red Oak Radio Corp., Red Oak, Ia., affirmed action of May 6, 1932, granting C.P. to move studio and transmitter to Carter Lake, Iowa, using same frequency and power, i.e. 1420 kc., 100 watts, unlimited time.

Experimental licenses for research work in the ultra high frequency field have been granted by the Commission at various times to the following:

Atlantic Broadcasting Corp., New York City; Bell Telephone Laboratories, Inc., New York City; DeForest Radio Co., Passaic, N. J. Wade H. Dellinger, Charlotte, N. C.; Federal Telg. Co., Palo Alto, Cal.; General Electric Co., Schenectady, N. Y.; Mackay Radio & Telegraph Co., New York City; Massachusetts Institute of Technology, Boston, Mass.; National Broadcasting Co., Inc., New York City; Press Wireless, Inc., Chicago, Ill.; Radiomarine Corp. of America, New York City; Radio Pictures, Inc., New York City; R.C.A. Communications, Inc., New York City; Rev. L. W. Stewart, Shreveport, La.; Westinghouse Electric & Manufacturing Co., East Pittsburgh, Pa.; WJR, Goodwill Station, Inc., Detroit, Mich.; Jenkins Laboratories, Inc., Wheaton, Md.; The Journal Co., Milwaukee, Wis.; Don Lee, Inc., Los Angeles, Cal.; Philadelphia Storage Battery Co., Philadelphia, Pa.; RCA Victor Co., Inc., Camden, N. J.; The Sparks-Withington Co., Jackson, Mich.; United States Radio & Television Corp., Marion, Ind.; Orson B. Slocum, Cedar Bend Heights, Okemos, Mich.

Also, The WGAR Broadcasting Co., Cuyahoga Heights Village, Ohio; Lawrence F. Horle, Newark, N. J.; R. C. Powell & Co., Inc., New York City; Robert J. Wood, Syracuse, N. Y.; John J. Long, Jr., Brighton, N. Y.; Chicago Federation of Labor, Chicago; Charles Newton Kraus, E. Providence, R. I.; Radio Corp. of America, New York City; Dept. of Conservation & Development of the State of N.J., Trenton, N. J.; Carleton D. Haigis, Gloucester, N. J.; Heintz & Kaufman, San Francisco, Cal.; W. Va. University, Morgantown, W. Va.; Neal H. Williams, Ann Arbor, Mich.; Harry Shaw, Waterloo, Ia.; Shortwave & Television Co., Boston, Mass.; Pan American Airways, Inc., New York City; Howard A. Seyse, Buffalo, N. Y.; WBEN, Inc., Buffalo, N.Y.; Airfan Radio Corp., Ltd., San Diego, Cal.; Polin, Inc, NewYork; Durham Life Insurance Co., Raleigh, N.C.; Delbert E. Replogle, Passaic, N. J.; Kohler Aviation Corp., Detroit, Mich.

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HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING WASHINGTON, D. C.

ISSUED TWICE A WEEK AND CONTAINING THE LATEST INFORMATION REGARDING THE RULINGS OF THE FEDERAL RADIO COMMISSION, RADIO LEGISLATION, DEPARTMENT OF COMMERCE REGULATIONS, CHANGES IN WAVELENGTH, CALL LETTERS AND POWER, PATENTS, EXPORTS, FEDERAL TRADE COMMISSION RULINGS AND OTHER MATTERS OF INTEREST TO BROADCASTERS AND MANUFACTURERS. :: :: **CONFIDENTIAL—NOT FOR PUBLICATION.** :: ::

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No. 562

CONGRESS MAY INQUIRE INTO PROPRIETY OF DIRECT SELLING

The opening of the ether to national advertisers for direct sales campaigns may lead Congress to make an inquiry into the matter. While the Congress has several other radio matters on its mind, some of which it hopes to settle during the next session, any violent reaction on the part of the listeners to direct selling over the air will be almost sure to lead to an investigation.

The move on the part of William S. Paley, President of Columbia, was considered a very bold one in Washington, inasmuch as price announcements, up to this time, have been frowned upon by the Federal Radio Commission, although the Commission, under the law, has not had any more authority over direct selling than it has over censorship matters. Nevertheless, at hearings, it has usually been a point against the station before the bar to admit the quotation of prices.

Heretofore the mention of prices has been confined almost solely to daytime programs and on at least one occasion the Commission very seriously considered the drafting of a regulation to control these broadcasters. However, it was learned that the Federal body had no real authority, so the matter was dropped.

Although Radio Commissioners are non-commital, they apparently were as surprised as anyone when Mr. Paley's announcement was made. As far as we have been able to learn, the Radio Commission was not consulted with regard to the move nor was their approval sought. At least one member of the Commission seemed to show irritation about the Paley announcement when asked if he had anything to say about it, replying: "No, but we shall observe very closely how the thing works out. Really it is a matter for Congressional approval or disapproval."

Should the networks be summoned before Congress to explain the move they will doubtless argue that a short, concise sales talk which includes mention of the price of the article to be sold is better for the listening public than long-winded sales argument which includes every possible attempt to convey the price. Sales talk will be very much curtailed, the broadcasters will argue. Therefore, they will very likely contend the new move is in the public interest.

Also Columbia's announced practice of breaking up the advertising messages by arranging to have them fall at the end of one program, in the middle of the next one, and so on, thus giving the listener protection from two sales arguments, separated only by call letters and chimes. Congressional action in the matter may result in a series of set rules for all broadcasters on the subject, settling once and for all the question about whether the Government ether should be allowed to be given into the hands of commercial interests for their direct benefit.

Broadcasting in this country, like Topsy, "just growed". However, in the early days it was the understanding of practically every radio station operator that it would seem to be unethical to use Uncle Sam's ether for the furthering of selfish ends. Yet the money to help the growth of the industry had to come from some source, so "good will advertising" came into the picture. By slow degrees, programs were sponsored by large companies, mostly in the very early days, by radio manufacturers and electrical concerns who had the welfare of the industry at heart. For two or three years, broadcasting continued to prosper and "good will" programs were heard nightly from one end of the country to the other.

Then one day, something came out of the Middle West to startle the entire broadcasting art. Henry Field, at Shenandoah, Iowa, recent successful Democratic Senatorial candidate, was quoting prices over the air! And his business was said to be increasing! One or two more broadcasters joined the caravan after they had watched Henry Field develop the largest mail order business in the Middle West by speaking simply and plainly into a square box called a microphone. Despite this fact, however, the other broadcasters looked askance at "such goings on" and continued to do business the old way. They agreed among themselves that "we would ruin the very good will we have labored so hard to build and maintain by such practices."

News of the success of Henry Field, Earl May, who operated Station KMA, and others, was kept in circulation and before very long it had reached Chicago. Direct selling then became the practice of several stations in the Windy City, mostly on behalf of several of the largest department stores. Several of these operators were questioned by the Federal Radio Commission, but with little result. In the meantime, broadcasters in other parts of the country, growing bolder, started talking louder and longer about the products of their advertisers. Listeners began to complain to the stations and later to the Federal Radio Commission, which finally led to an investigation by Congress into the whole broadcasting field. The result of the inquiry is now in the hands of Senator Couzens, who will act upon it, probably during the next session.

In the meantime, the chains have decided to take matters into their own hands and to prescribe their own remedy. It is a shortened sales talk with a plainly visible price tag. A new era in radio broadcasting has begun and its success or failure is the latest subject of speculation wherever the art is discussed.

Canada, where radio advertising has not, at any time, reached the proportions it has in this country, recently made a very decisive stand against air advertising. It has recently passed regulations drastically revising its practices with regard to air credits. Apparently the United States is going to see what will happen if a country goes as far in the opposite direction.

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KLUGH REPRESENTS RMA AT MADRID

Mr. Paul B. Klugh, of Chicago, is representing the Radio Manufacturers' Association at the Radio Conference at Madrid. He carried credentials not only from the RMA, but also from the United States Chamber of Commerce. B. J. Grigsby, of Chicago, who also was appointed an RMA delegate to the Madrid Conference, was not able to make the trip.

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RADIO TO COUNTERACT ROOSEVELT WHISPERING CAMPAIGN

The Democratic plan to use the radio, William A. Thomson, Director of the Bureau of Advertising of the American Newspaper Publishers' Association, told the New York State Publishers' convention, hinged in a large part on the intention to counteract a "whispering campaign" to the effect that Governor Roosevelt is in bad health, the idea being that his voice, splendidly adapted to the radio, will correct that impression.

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NBC CUTS GIBBONS' LEGION ASSIGNMENT

The engagement of Floyd Gibbons, staff correspondent for Universal Service, to broadcast the proceedings at the American Legion convention in Portland, Ore., last week was suddenly terminated on Monday and the assignment turned over to local announcers. The action, according to a National Broadcasting Company official, was "purely an executive action and entirely within our province since the company - and not Floyd Gibbons - is in complete charge of broadcasting programs over its chain."

A Universal Service dispatch from Portland September 13th, inferred that cancellation of Mr. Gibbons' engagement was connected with a story appearing in newspapers under his by-line a few hours before the NBC took action. This story severely criticized Attorney General Mitchell's defense of the Hoover Administration in its eviction of the Bonus Army from Washington. In his story Mr. Gibbons declared that less than three per cent of the B.E.F. had criminal records, while 10 per cent of former President Harding's cabinet had been convicted and served time behind the bars and concluded with the remark, "and it wasn't for parking in front of a fire plug either."

Stock Exchange Gains Is Lagging

Mr. Paul E. Klopp, of Chicago, is representing the Detroit Stock Exchange in the Scott Mead case to testify to certain practices not only there but, for that matter, the United States Security of Commerce. E. J. Quigley, of Chicago, has also appointed to the Galaxia to the Grand Junction, the Atlantic to some thereto.

* * * * *

Ratio of Commodity Dependent Stockholders Dropping

The Securities Exchange Commission, Philip E. Fleming, Director of the Bureau of Investigation of the Securities Exchange Commission, said the New York Curb Exchange Commission on a large item in the listing to investigate a "possible conspiracy" to fix prices that Mr. Fleming testified in an Add Hoc, the line rating "on the wire," ultimately resulted to the public, will continue only investigation.

* * * * *

Use Cure Disease Stock Reference

The resignation of Thos Clinton, chief accountant for Federal Utilities, to accept the presidency of the Atlantic Power Corporation is noted. Upon this the Atlantic Utilities Corporation by Mr. Clinton had the Exchange Commission, according to a Washington dispatch, according to a Washington dispatch, according to a Washington dispatch

The decision to take the announcing assignment away from Mr. Gibbons, it was said at NBC headquarters, was prompted by the Hearst correspondent's injection of personal comment in the running account of convention proceedings. He had announced the preliminary session and other activities preceding the Commander's banquet Monday evening. On Monday he received the following warning by telegraph from John F. Royal, Director of Programs for NBC:

"Please be careful about making any editorial comment while on the air."

This reached Mr. Gibbons while he was broadcasting the Monday session. He paused in his running account long enough to read it, and then continued his task.

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WMCA ASKS FOR 1000 WATTS

Broadcasting station WMCA, in New York, operating on a frequency of 570 kilocycles and sharing time with WNYC, New York City's municipal station, asked the Federal Radio Commission last week for an additional 500 watts power for experimental use. Station WMCA now operates with 500 watts.

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RADIO TRANSMISSIONS OF STANDARD FREQUENCY

The Bureau of Standards transmits standard frequencies from its station WWV, Washington, D. C. every Tuesday. The transmissions are on 5000 kilocycles per second. Beginning October 1st, the schedule will be changed. The transmissions will be given continuously from 10 A.M. to 12 noon, and from 8:00 to 10:00 P.M., EST. (From April to September, 1932, the schedule was from 2 to 4 P.M and from 10 P.M. to midnight). The service may be used by transmitting stations in adjusting their transmitters to exact frequency, and by the public in calibrating frequency standards, and transmitting and receiving apparatus. The transmissions can be heard and utilized by stations equipped for continuous wave reception through the United States, although not with certainty in some places. The accuracy of the frequency is at all times better than one cycle per second (one in five million).

From the 5000 kilocycles any frequency may be checked by the method of harmonics. Information on how to receive and utilize the signals is given in a pamphlet obtainable on request addressed to Bureau of Standards, Washington, D. C.

The Bureau desires to receive reports on the transmissions, especially because radio transmission phenomena change with the season of the year. The data desired are approximate field intensity, fading characteristics, and the suitability of the transmissions for frequency measurements. It is suggested that in reporting on intensities, the following designations be used where field intensity measurement apparatus is not used: (1) hardly perceptible, unreadable; (2) weak, readable now and then; (3) fairly good, readable with difficulty; (4) good, readable; (5) very good, perfectly readable. A statement as to whether fading is present or not is desired, and if so, its characteristics, such as time between peaks of signal intensity. Statements as to type of receiving set and type of antenna used are also desired. The Bureau would also appreciate reports on the use of the transmissions for purposes of frequency measurement or control.

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NBC NEW ACCOUNTS AND RENEWALS

NEW - S. S. Kresge Co. (Department Store), Detroit, Mich.; Agency - N. W. Ayer & Son, Inc., New York City; Starts - September 16, 1932 for 13 weeks; Time - Friday, 10:45-11:15 A.M. (WENR), 9:00-9:30 A.M. (WMAQ) Chicago Time; Network - WMAQ and WENR only; Program - "Friday Varieties" - electrical transcription of musical program.

NEW - Sterling Products, Inc. (Diamond Tints), Wheeling, W. Va.; Agency - Blackett Sample Hummert, Inc., New York City; Starts - September 27, 1932, for 26 weeks, Tuesday, Wednesday, Thursday 2:15-2:30 EDST; WEAF only; Program - "The Girl Who Lives Next Door" - dramatic.

RENEWAL - Westinghouse Electric & Manufacturing Co. (Household Appliances), New York City; Agency - Fuller & Smith & Ross, New York City; Starts - September 27, 1932, Monday, Wednesday, Friday, 12:45-1:00 P.M. EDST, WJZ only; Program - "Bill and Henry" - songs and patter with Al Cameron and Pete Bontesema.

RENEWAL - Bayer Co. Inc. (Bayer's Aspirin), New York City; Agency - Blackett Samp.e Hummert, Inc., New York City; Starts - October 16th for 13 weeks; Time - Sundays 9:15-9:45 P.M. EDST; Network - WEAF, WJAR, WTAG, WCSH, WFI, WRC, WGY, WBEN, WCAE, WTAM, WWJ, WSAI, WENR, KSD, WOC, WHO, WOW, WFBR, WCKY, WRVA, WIOD, WFLA, WSM, WMC, WSB, WJDX, WSMB, KVOO, WKY, KTHS,WFAA,KPRC, WOAI, KOA, KDYL, Orange; Program - "American Album of Familiar Music" - Gus Haenschen Orchestra, Frank Munn, Veronica Wiggin, Bertrand Hirsch.

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STANLEY GETS THE BALL AND CHAIN

An announcement has just been received in Washington of the marriage of Stanley E. Hubbard, of Station KSTP, at St. Paul, Thursday, September 15th. The bride was Miss Didrikke Stub, the daughter of Mr. Jacob Hall Ottesen Stub and the wedding took place in Minneapolis.

Mr. and Mrs. Hubbard will be at home after October 1st at 2123 Saint Clair, St. Paul, Minnesota.

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CABLE AND RADIO PARLEY DEBATES RATES

Approval by the Rate Committee of the International Conference of Telegraphy and Radio Telegraphy of a proposal that the urgent rate henceforth be double instead of three times the base rate aroused considerable discussion at Madrid. It centered about whether the projected change would affect transatlantic traffic to the United States.

Some authorities held it would be possible to apply this schedule to American traffic if the convention approved the plan. The result would be a new urgent rate of 40 cents a word instead of the present so-called preferred rate of 25 cents.

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BOND GEDDES NOW RMA GENERAL MANAGER

Giving the RMA a more compact and effectual reorganization for vigorous and prompt action, the Committee set-up of the Association was radically revised at a Directors' meeting at Cleveland last week, reduced in size and all RMA activities placed under general direction of Bond Geddes as Executive Vice-President and General Manager. This is to effect unified administration of all RMA affairs under the direction of President Fred D. Williams and the Board of Directors. The promotion of General Manager Geddes came after five years of service in the RMA in varied capacities. He is also Secretary of the Association, with headquarters at Chicago, the New York office having been closed. John W. Van Allen, of Buffalo, was reelected General Counsel of the RMA, and Frank D. Scott was reelected Legislative Counsel of the Association at Washington.

Further reorganization of the Association for more aggressive and efficient action was effected by reducing materially the number of RMA committees, transferring their functions to the four new divisions of the Association. These are: the Set Division

Arthur T. Murray, Chairman; Tube Division, S. W. Muldowny, Chairman; Parts, Cabinet and Accessory Division, Leslie F. Muter, Chairman, and Amplifier and Sound Equipment Division, Richard A. O'Connor, Chairman.

The other and only remaining Association Committees and their Chairmen elected are: Credit Committee, Leslie F. Muter, of Chicago, Chairman; Engineering Division, Franklin Hutchinson, of Newark, N. J., Chairman; Membership Committee, Paul B. Klugh, of Chicago, Chairman, and Traffic Committee, Capt. William Sparks, of Jackson, Mich., Chairman.

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APPLICATIONS RECEIVED BY THE FEDERAL RADIO COMMISSION

Sept. 14 - WAGM, Aroostook Broadcasting Corp., Presque Isle, Me., modification of license for change in specified hours of operation; WABI, First Universalist Society of Bangor, Maine, Bangor, Me., modification of license for change in specified hours of operation; WMCA, Knickerbocker Broadcasting Co., Inc., New York, N. Y., special temporary authority to use auxiliary at 1697 Broadway, New York City until main transmitter has been completed; WMAS, Albert S. Moffat, Springfield, Mass., license to cover C.P. issued 5/24/32 for new station to use 1420 kcs., 100 watts, unlimited hours; WLVA, Lynchburg Broadcasting Corp., Lynchburg, Va., C.P. for changes in equipment, frequency, power and hours of operation from 1370 kcs., 100 watts, shares with WBTM to 1500 kcs. 100 watts night, 250 watts day, unlimited hours; requests facilities of WRBX, Roanoke, Va.; The Greenville News-Piedmont Co., Greenville, S. C., C.P. for new station to use 590 kcs., 250 watts night, 500 watts day amended to give exact location as 3½ miles NW of Greenville, S. C. for transmitter.

Also, John S. Pitts, III, Tuscaloosa, Ala., C.P. for new station to use 1370 kcs., 100 watts, unlimited hours, requests facilities of WAMC, Anniston, Ala.; KRMD, Radio Station KRMD, Inc. Shreveport, La., license to cover C.P. issued 9/2/32, move transmitter locally, change equipment and increase operating power from 50 to 100 watts; KPCB, Queen City Broadcasting Co., Seattle, Wash., C.P. for changes in equipment and increase operating power from 100 to 250 watts; KGKX, Sandpoint Broadcasting Co., Lewiston, Idaho modification of C.P. issued 5/10/32 (to move station from Sandpoint Idaho, and make changes in equipment), to extend date of commencement and date of completion.

Correction - WOR, Bamberger Broadcasting Service, Inc., Newark, N. J., C.P. to move transmitter to Shore Road, Tremley, N. J., change equipment and increase operating power from 5 KW to 50 KW; should be: Modification of C.P. issued 11/17/31 (for new 50 KW transmitter, exact location to be determined, increase power from 5 KW to 50 KW), for approval of location of transmitter at Tremley, N. J.

September 16 - WMCA, Knickerbocker Broadcasting Co., Inc., New York, N. Y., special authorization to increase power from 500 watts to 500 watts with an additional 500 watts experimentally; WEHC, Emory and Henry College, Emory, Va., C.P. to move transmitter and studio to Charlottesville, Va.; KGU, Marion A. Mulrony & Advertiser Publishing Co., Ltd., Honolulu, Hawaii, license to cover C.P. issued 7/16/32 for changes in equipment, increase power to 2½ KW, limited hours.

Applications Other Than Broadcasting

Sept. 14 - R.C.A. Communications, Inc.: All applications for renewal of point-to-point telegraph license, 200 KW: WGG - for 22.1 kc.; WCI, for 18.4 kc.; WSS, for 18.8 kc.; WRQ, for 22.35 kc.; WRT, for 22.6 kc.; WII, for 21.8 kc.; WSO, for 25.82 kc.; WQK, for 18.21 kc.; WPI, Inland Waterways Corp., Memphis, Tenn., modification of marine relay license for change in frequencies to 3120, 4780, 438 kc., change in power to 250 and 100 watts; City of Phoenix, Police Dept., Phoenix, Ariz., new C.P. for municipal police station, frequency not specified 100 watts; WJEP, Stromberg-Carlson Telephone & Manufacturing Co., Rochester, N. Y., renewal of broadcast pickup license for 2342 kc., 10 watts. There were also received 203 applications for amateur station licenses.

Sept. 16 - Radiomarine Corporation of America: WBL, Buffalo, N. Y., WGO, Chicago, Ill., and WCY, West Dover, Ohio, renewal of point-to-point licenses (telegraph) for 177 kc., 750 watts; WRL, Duluth, Minn., renewal of point-to-point telegraph license for 177 kc. 1 KW; KHBXC, Boeing Air Transport, Inc., NC-725-W, and KHBZA, NC-10225-M, assignment of aircraft licenses to National Air Transport, Inc.; WPET, City of Lexington, Police Dept., Lexington, Ky., license covering C.P. for 1712 kc., 200 watts, municipal police station; Pan-American Airways, Inc., NC-664-M, license for 333, 500, 2870, 3082.5, 5692.5, 8220, 12330, 16440, 1708 kc., 12 watts, aircraft; W6XAD, Vickerson Radio Laboratories, San Francisco, Calif., renewal of general experimental license for 2398, 3492.5, 4797.5, 8655 kc., 1 KW. There were also received 371 applications for amateur station licenses.

Sept. 17 - Ford Motor Company: W8XC, Dearborn, Mich., W9XH, Lansing, Ill., and W8XE, Dearborn, Mich., renewal for 389 kc., 1 KW, special experimental station; KHK, Mutual Telephone Co., Wahiawa, T. H., modification of license for additional frequency 11310 kc., coastal telegraph station. There were also received 137 applications for amateur station licenses.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted
(September 15,)

KFPM, d/b as The New Furniture Co., Greenville, Texas, special authorization to operate from 9 P.M. to 12 midnight, CST, September 30, Oct. 7, 14, 28 and Nov. 4, 1932, and to operate from 3 to 6 P.M. CST, Oct. 21, Nov. 11, 18, and 25, 1932; KMBC, Midland Broadcasting Co., KansasCity, Mo., C.P. to move transmitter from Independence, Mo. to Belinder Blvd. & Swarzel Ave., out of city limits of Kansas City, Kans.; WKFI, J. Pat Scully, Greenville, Miss license covering installation of new equipment 1210 kc., 100 watts, unlimited time; WOAI, Southern Equipment Co., San Antonio, Texas, license covering erection of new auxiliary transmitter 1190 kc., 5 KW for auxiliary purposes only; KUMA, Albert H. Schermann, Yuma, Ariz., license covering move of station from Flagstaff to Yuma, and decreasing hours of operation to specified, 1420 kc., 100 watts; KGEZ, Donald C. Treloar, Kalispell, Mont., license covering local move of transmitter and installation of automatic frequency control, 1310 kc., 100 watts, unlimited time.

Also, WWVA, West Virginia Broadcasting Corp., Wheeling, W. Va., and WREC-WOAN, WREC, Inc., Memphis, Tenn., authority to install automatic frequency control; KTAT, S.A.T. Broadcasting Co., Fort Worth, Texas, modification of license for change in name to KTAT Broadcast Co., Inc.; WEBC, Head of the Lakes Broadcasting Co., Superior, Wis., modification of license to change modulation system of auxiliary and to operate same with 1 KW power, for emergency operation only while moving main transmitter; KFIZ, The Reporter Printing Co., Fond du Lac, Wis., authority to operate unlimited time on the nights of September 20 and November 8th.

Also, WAX, Tropical Radio Telegraph Co., Hialeah, Fla., C.P., public coastal telg. service, to install 2 KW transmitter at Station WAX, to operate on frequencies 500 and 482 kc.; Modesto Irrigation District, portable in Stanislaus & Tuolumne Co., Cal., two C.P.s for special emergency service for point-to-point tel. service, frequency 3190, 7.5 watts, former application dismissed from hearing docket; W9XAL, 1st National Television Corp., Kansas City, Mo., extension of completion date of C.P. to October 15, 1932, KGHO, State of Iowa, Bureau of Identification, Des Moines, Ia., modification of police license, to use frequency 1534 kc., instead of 2506 kc., with maximum power of 1 KW; National Air Transport, Inc. NC-424-N, aircraft license, 3105, 3162.5, 3172.5, 3182.5, 3322.5, 5572.5, 5582.5, 5592.5, 5662.5 kc., 50 watts.

Also, Aeronautical Radio, Inc.: KGUR, Burbank, Cal., modification of C.P. for local change in transmitter and authority to operate with remote control with operator at control point only; KGUB, Houston, Texas, modification of license to operate transmitter unattended by remote control, and change location of transmitter locally; KGTE, Wichita, Kans., C.P. for change in power from 400 to 50 watts, and interchange equipment, now installed at Wichita

and Moline, Ill.; WNAU, Moline, Ill., granted as for KGTE, except power 400 watts.

Also, R.C.A. Communications, Inc.: KQG, KEN, Bolinas, Cal. WJT, San Juan, P. R., KKL, Bolinas, Cal., KKW, Bolinas, Cal., modification of license for change in serial number and primary points of communication (KKL, same but with additional transmitter), KQR, Bolinas, Cal., modification of license for change in points of communication, delete transmitter and operate with 40 KW; KET, KEJ, KEN, modification of license for change in primary points of communication; KEI, KSS, KKR, KLL, KES, Bolinas, Cal., and WQZ, San Juan, P. R., KOI, Kahuku, T. H., and KEL, Bolinas, Cal., modification of license for change in serial number of apparatus; Shortwave & Television Corp.: W1XG, Portable, renewal of experimental visual broadcasting license for 3 months, 43000-46000, 48500-50300, 60000-80000 kc., 200 watts; W1XAV, Boston, Mass., renewal of experimental visual broadcasting license as above.

Ratification Of Acts Of Commissioners

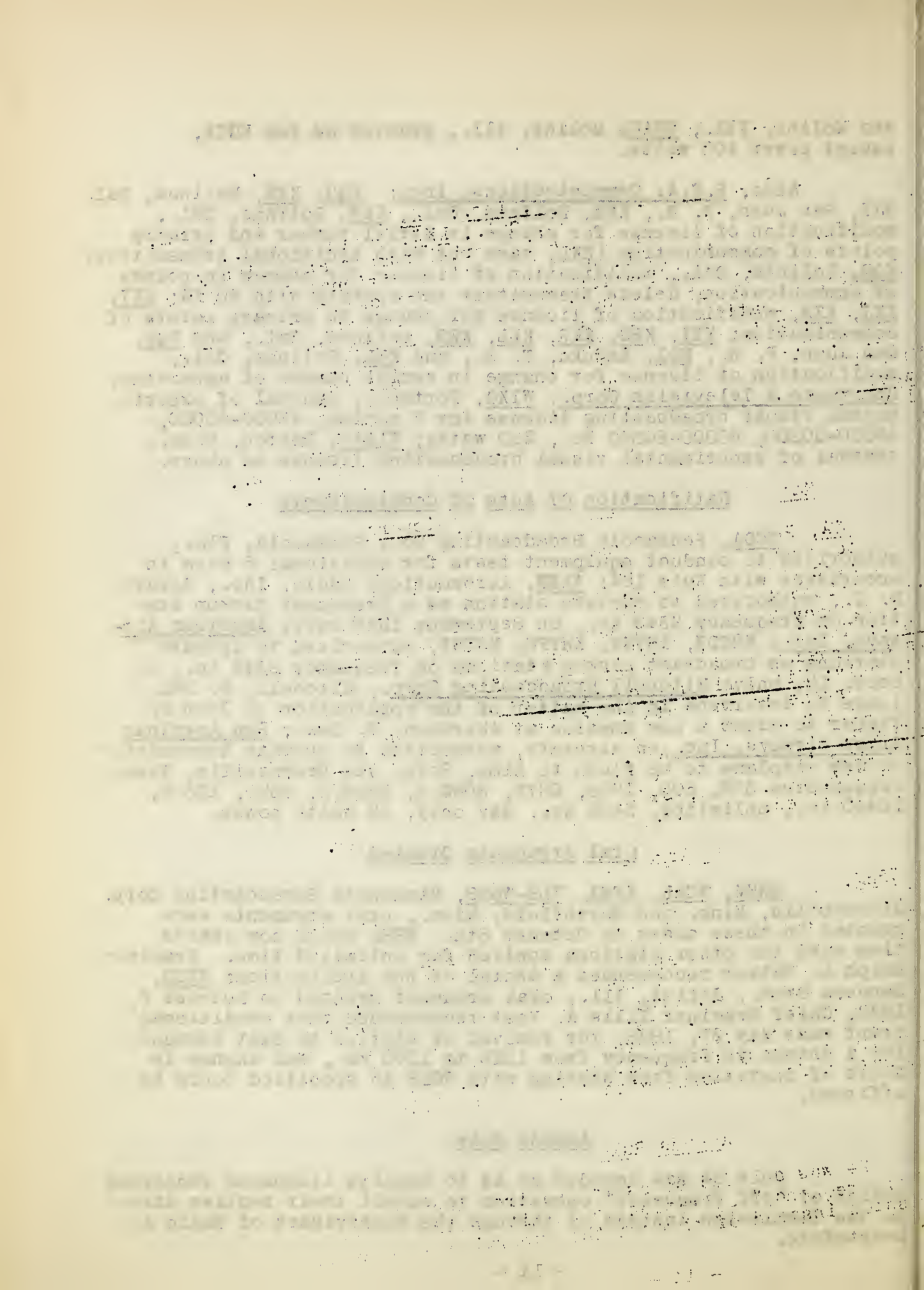
WCOA, Pensacola Broadcasting Co., Pensacola, Fla., authorized to conduct equipment tests for additional 5 days in accordance with Rule 164; WAEP, Aeronautical Radio, Inc., Newark, N. J., authorized to operate station as a broadcast pickup station on frequency 2342 kc., on September 12th only; American Airways, Inc.: KHTDW, KHTEV, KHTFU, KHTGT, authorized to operate stations as broadcast pickup stations on frequency 2342 kc., on Sept. 12, only; Mitchell Broadcasting Corp., Mitchell, S. Dak., leave to intervene in the matter of the application of John B. Taylor to erect a new station at Aberdeen, S. Dak.; Pan American Grace Airways, Inc., on aircraft, authorized to operate transmitter on new airplane to be flown to Lima, Peru, via Brownsville, Texas, frequencies 333, 500, 1708, 2870, 3082.5, 5692.5, 8220, 12330, 16440 kc., unlimited, 5405 kc., day only, 12 watts power.

Oral Arguments Granted

WRHM, WCAL, KFMX, WLB-WGMS, Minnesota Broadcasting Corp., Minneapolis, Minn. and Northfield, Minn., oral arguments were granted in these cases on October 5th. WRHM which now shares time with the other stations applied for unlimited time. Examiner Ralph L. Walker recommended a denial of the application; WKBB, Sanders Bros., Joliet, Ill., oral argument granted on October 5, 1932, Chief Examiner Ellis A. Yost recommended that conditional grant made May 27, 1932, for removal of station to East Dubuque, for a change in frequency from 1310 to 1500 kc., and change in hours of operation from sharing with WCLS to specified hours be affirmed.

Amends Rule

Rule 24 was amended so as to require licensees receiving notice of "off frequency" operation to submit their replies direct to the Commission instead of through the Supervisors of Radio as heretofore.



Miscellaneous

KNX, Western Broadcast Co., Hollywood, Cal., granted permission to take depositions in re application of KFBI, Milford, Kans. to be used at hearing October 10, 1932; KGNO, Dodge City Broadcasting Co., Inc., Dodge City, Kans., permission to take depositions in behalf of its application to change frequency from 1210 kc. to 1340 kc. which is set for hearing December 15, 1932; WTBO, Association Broadcasting Corp., Cumberland, Md., permission to assign license to the Interstate Broadcasting System, Inc., granted.

Set For Hearing

KXL, KXL Broadcasters, Portland, Ore., requests C.P. to change equipment, change frequency from 1420 to 1410 kc., change power from 100 watts to 250 watts, and change hours of operation from sharing with KBPS to unlimited (facilities of KTBR); WCGU, U. S. Broadcasting Corp., Brooklyn, N. Y., requests authority to use transmitter of WLTH, in Brooklyn, for a period of 3 weeks while installing automatic frequency control; W. B. Neal, Gallipolis, Ohio, requests C.P. for special experimental service, 1500 2000 kc., time of operation Tuesday 2 until 4 P.M., Thursday and Friday, 10 P.M. until 1 A.M.

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BUSINESS LETTER BRIEFS

The Department of Commerce has issued a statistical bulletin on wholesale radio trade and distribution in 1929, secured from the nation-wide census in 1930. The report is available from the Superintendent of Documents, Government Printing Office, Washington, D. C. at 10¢ per copy.

At the invitation of the U. S. Department of Commerce, Virgil M. Graham, of Rochester, New York, Chairman of the RMA Standards Section, has contributed data on the Association's Engineering Division organization and services to appear in a compilation by the Government of the standardization work of all industries.

A new export trade promotion bulleting entitled "Radio Markets of the World, 1932", has been issued by the U. S. Department of Commerce, Electrical Equipment Division at Washington. The bulletin contains detailed information regarding markets, broadcasting and other factors in all foreign countries. It may be secured from the U. S. Department of Commerce, or from the Superintendent of Public Documents, Washington, D.C. at 10¢ per copy

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HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING WASHINGTON, D. C.

ISSUED TWICE A WEEK AND CONTAINING THE LATEST INFORMATION REGARDING THE RULINGS OF THE FEDERAL RADIO COMMISSION, RADIO LEGISLATION, DEPARTMENT OF COMMERCE REGULATIONS, CHANGES IN WAVELENGTH, CALL LETTERS AND POWER, PATENTS, EXPORTS, FEDERAL TRADE COMMISSION RULINGS AND OTHER MATTERS OF INTEREST TO BROADCASTERS AND MANUFACTURERS. :: :: **CONFIDENTIAL—NOT FOR PUBLICATION.** :: ::

National Broadcasting Company
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711 Fifth Avenue, New York, N.Y.

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No. 563

SUBSCRIPTION PRICE, $10. PER MONTH. NO CONTRACT REQUIRED.

PRESIDENT'S REGROUPING PLAN MAY AFFECT RADIO COMMISSION

by Florence V. Kaiser

The question has been raised as to whether or not a reduction in the size of the Federal Radio Commission will be recommended in President Hoover's study of a wholesale reorganization of the government which he expects to place before Congress next December.

In planning the reorganization, the President is acting under the authority of the National Economy Act. Under the terms of this law the President must place Executive Orders before Congress for what he described as "regrouping, consolidating and reducing the number of bureaus, eliminating overlapping functions and duplication of effort". If these Executive Orders do not meet with Congressional disapproval within sixty days, they become effective automatically.

The President has not made known the details of his plans but has instructed J. C. Roop, Director of the Budget, to make a series of investigations looking toward the preparation of Executive Orders for reorganization of the whole structure of the Federal Government.

In ordering a survey made of the possibility of regrouping Government agencies, the President told his executives to search also for those cases in which direct action of Congress would be required for further curtailment. The study which he directed made is expected to dovetail with his former move, giving rise to the hope that even more than $500,000,000 can be slashed from the cost of Government for the next fiscal year, beginning July 1, 1933.

The fact that President Hoover has held off appointing a successor to Maj. Gen. Charles McK. Saltzman for so long indicates that he must be giving the Federal Radio Commission special consideration. General Saltzman resigned the middle of last July. Ordinarily such a vacancy would have been filled within a few weeks. Seldom has such a long time elapsed in making this sort of an appointment.

One theory is that the President may recommend cutting down the Commission to three members. The Commission is composed of five members, representing five radio zones into which the country was divided by Congress in the Radio Act of 1927.

The supposition that the President may have in mind reducing the number of Radio Commissioners arose from his action in reducing the Shipping Board from a seven to a three-man directorate. Since the salary of a Radio Commissioner is now a little more than $9,000 a year, at least $18,000 a year would be saved by dropping two Commissioners, to say nothing of the money spent for their clerk hire. If the number of Commissioners is reduced, it is safe to say there would be drastic cuts of personnel in the legal and other

divisions of the Commission. Almost a half million dollars was spent last year to keep the Radio Commission going.

It would be possible to maintain the same political balance with three members as five. Two Commissioners would be Republicans, and one a Democrat, or vice versa, if the Democrats succeed in November.

There is an even balance of political power on the Commission now, inasmuch as Commissioners Harold A. Lafount, of Utah, and Thad H. Brown, of Ohio, are Republicans, and Commissioners Eugene O. Sykes, of Mississippi, and W. D. L. Starbuck, of New York, are Democrats. With Judge Sykes absent attending the Madrid International Radio Conference, the Republicans on the Commission - Lafount and Brown - are actually in the majority.

If the plan of reducing the number of Commissioners prevails, doubtless the place of the next Commissioner, whose time expires after the reduction becomes effective, will not be filled. Should this happen, Judge Sykes, Democrat, whose term ends February 23rd next, would be dropped, leaving the required political balance. The remaining members of the Commission would be Brown, whose term expires in 1934, Lafount 1935, Republicans, and Starbuck, whose time will be up in 1934, Democrat.

The proposed reorganization by President Hoover will cover the entire executive establishment and will be proposed both as a measure for economy and for greater efficiency. This is the second study directed by the President recently looking to drastic reductions in government expenditures. On Saturday last, he addressed a communication to every executive officer in the Government directing a thorough investigation of the possibilities of reducing the budget still further and setting as their goal the aggregate of $500,000,000.

Despite different conjectures as to why President Hoover doesn't appoint a successor to General Saltzman, more candidates are being proposed to take the General's place. The latest of these is Bond Geddes, Executive Secretary and General Manager of the Radio Manufacturers' Association. Mr. Geddes, who has made such an excellent record for himself in the radio industry, formerly was with the United Press in Washington and later the Associated Press.

Another name sent to the President is that of John H. Henry, manager of KOIL, Council Bluffs, Omaha. Mr. Henry was likewise a former newspaper man. Other names said to have been added to the list are those of Michel Ert, of Milwaukee, founder and first president of the Wisconsin Radio Trade Association, and John S. Boyd, Chicago lawyer.

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COMMISSION AUTHORIZES NEW STATION

It is a rare case only that causes the Federal Radio Commission to add a new station to its over-burdened broadcasting channels. However, a deserving community has been found and the Commission has issued a permit to H. Hanseth, Eureka, Calif., to construct a new station to be operated upon the 1210 kilocycle frequency with 100 watts power and daytime hours only.

The Eureka vicinity, located in an isolated section of northern California on the Humboldt Bay with a population of 40,000 within a radius of 40 miles, it was found, does not receive satisfactory daytime service from any established station.

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36 MANUFACTURERS EXHIBIT IN NEW YORK

Thirty-six manufacturers of radio sets, tubes and accessories, are exhibiting their 1932-33 styles at a trade show at the Hotel Edison, in New York City. More than 10,000 dealers and distributors of such merchandise east of the Mississippi River were invited to attend. The show opened exclusively for the "trade" but at a meeting of the Advisory Council on Tuesday night last, it was decided the public would be admitted free of charge. This move was made, they said, because of the public interest in the new models being exhibited.

The radio dealers and buyers at the show represent twenty-eight States of this country. Among the foreign countries represented are England, Germany and South Africa. A definite tone of optimism regarding the radio business outlook is apparent.

"Cabinet designs are in general the same as last season, but the equipment of the sets is changed considerably, electrically and mechanically", the New York Times reports. "A complete line of vacuum tubes, so radically new that they cannot be used in present receivers, has effected marked improvements this year, according to the engineers. They point out that the new tubes improve tonal quality, produce greater amplification and less overloading or spill-over at the loudspeaker. Many of the new machines employ the superheterodyne circuit and at least a dozen tubes.

"The boast of the exhibitors is clear tone. That is what they have concentrated upon in the 1932-33 instruments. Several have adopted dual or matched loudspeakers. They explain that such construction guards against any tone being lost. They have devoted more attention to the cabinet construction, making the sound chamber as perfect as possible acoustically.

"Prices are said to be 'the lowest in history'. The midget outfits ranging from six to nine tubes sell this year from $30 to $60. The larger, console machines are prices from $70 to $300, with many listed around $125. The manufacturers direct attention to the fact that while these prices may in general appear about equal to last year, the value of investment is greater because of the more modern tubes and their performance. The majority of manufacturers advertise the machines to be 'complete with quality tubes - tax paid.'

"There is a trend back to the console from the midget machine which was so popular for the past two years. Several of the large factories are offering as many as fourteen different sets and the majority are console cabinets. Several concerns are also displaying new automotive radio equipment, and one manufacturer displayes 'a pocket-size-edition' receiver that operates from either alternating or direct current light power. The diminutive set, complete with enclosed speaker, measures about 9 inches long, 5 inches high, and 3 inches thick. It weighs but a few pounds, but contains four regular radio receiving tubes.

"Mindful that a large market exists in rural areas and in many towns for battery-operated receivers, a number of the manufacturers are presenting new sets for such localities. They utilize the two-volt low current consuming tubes, which work with the so-called 'breathing' battery, or air cell. There are models built to operate in conjunction with farm lighting plants."

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ANONYMOUS BOOK TELLS OF SCHUETTE-R.C.A. FIGHT

Evidently inspired by the success of the anonymous "Washington Merry-Go-Round", "Mirrors of Washington", and "More Merry-Go-Round", Lippincott's have just published "High Low Washington" with the authorship credited to "30 - 32". A chapter entitled "David and Goliath" is devoted to the single-handed campaign of Oswald F. Schuette against the so-called "radio trust" which resulted in the Department of Justice action against the Radio Corporation of America, the General Electric Company, Westinghouse Electric and Manufacturing Company, Western Electric Company, the American Telephone and Telegraph Company, et al. which will come to trial in the Wilmington, Delaware, courts on October 10th.

The publishers describe the writers as having had "unique experience both in Europe and America". The volume contains 268 pages, and is $2.50 per copy.

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BILL ON SPORTS BROADCASTS IS INTRODUCED IN ALABAMA

A bill has been introduced in the House at the special session of the Alabama legislature to grant the right to any regularly licensed broadcasting station operating in the State to broadcast by radio all athletic contests or games in the State staged by or sponsored or participated in by any educational institution which receives financial aid from the State or any subdivision.

The bill would make it unlawful for any executive officer, Board of Trustees, or any person acting on behalf of such educational institution to refuse or prohibit such right or privilege to any such broadcasting station.

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TRACEY NEW GENERAL SALES MANAGER OF ZENITH

Commander Eugene F. McDonald, Jr., President of the Zenith Radio Corporation, has announced the appointment of E. A. Tracey as General Sales Manager in full charge of Zenith sales activities.

"It is scarcely necessary to mention the nineteen years of radio experience Mr. Trace has had, as he is already so well known in the radio industry", says Mr. McDonald. "His accumulated wealth of experience and keen understanding of the problems which confront the industry, especially those of the dealer, fit him specifically for his new association with us. Tracey's principle merchandising creed is interesting. He refuses to draw any line of distinction between jobber, dealer and factory. He insists that all three work in unison and harmony to accomplish one thing - serve the consumer. We like that creed."

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HARBORD WILL SPEAK FOR HOOVER

One of the big guns in the political campaign will be Gen. J. G. Harbord, Chairman of the Radio Corporation of America, who will take the stump for President Hoover. General Harbord has always been active in politics and his name was placed in nomination for Vice-President as Mr. Hoover's running mate at the Chicago convention. General Harbord was presented at the last minute and without any organized movement behind it, otherwise it is believed he might have captured the nomination.

General Harbord is a first-class speaker and has a marvelous memory. When speaking to an audience, or over the radio, the General always has a manuscript but seldom looks at it as he usually has the speech, no matter what the length, memorized.

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WOULD CLOSE DOWN TWO CALIFORNIA STATIONS

If the recommendations of Chief Examiner Ellis A. Yost, of the Federal Radio Commission, are followed, two California stations - KELW, at Burbank, and KTM, Los Angeles - will be closed down.

Both stations were cited for putting on programs of an operator of a cancer clinic in Los Angeles who was not licensed by the California Medical Board to practice medicine. Station KTM refused after investigation to permit the broadcast, but Station KELW continued them.

Chief Examiner Yost presented excerpts of astological and numerological broadcasts by Station KTM of one Zandra described as "the eminent philosopher and psychologist", not held to be a fortune-teller with claims of the supernatural, but one who could apply his science in solving every-day problems of individuals and show them the way to prosperity and happiness. Listeners were told to write Zandra and obtain for $1 either his Astrological Revelations or his Mystery Guide. In answer to three questions and the date of the writer's birth, Zandra then offered to give the purchaser of either of the books a written answer to the questions "free".

The station also broadcast talks based upon horoscopical reading of one Zenda and answers to question put to her which she answered by mail after which she advertised her horoscopical reading at $1. These broadcasts are no longer put on by Station KTM and will not be permitted in the future, the report of facts states.

In his conclusion, the Examiner further stated:

"The burden is upon the applicant station requesting the radio broadcasting facilities assigned another station to prove by a preponderance of the evidence that a transfer of such facilities as proposed by the applicant would serve public interest, convenience and necessity. This, both applicants herein failed to do.

"The deletion of Stations KELW and KTM would reduce the present quota of the State of California from .38 of a unit over-quota to .34 of a unit under-quota, and reduce the present over-quota status of the Fifth Zone by .72 of a unit."

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COLUMBIA'S NEW AND RENEWED ACCOUNTS

American Oil Co., Baltimore, Md. (Amoco Oil & Gas);. Agency - The Joseph Katz Co., Baltimore; Program - Arthur Pryor's Band, Thursday 8:30-9:00 P.M., 12 stations.

Acme White Lead & Color Works, Detroic, Mich. (Acme Quality Paints, etc.; Agency - Henry, Hurst & McDonald, Detroit; Program - "Smiling Ed McConnell", Tuesday, Thursday, 11:30-11:45 A.M.; Basic and Don Lee plus 18.

The Carborundum Company, Niagara Falls (abrasives); Agency- Finely H. Greene Adv. Agency, Buffalo; Program - Carborundum Band, starting November 12th; Basic network and Minneapolis.

California Walnut Growers' Association, Los Angeles;Agency McCann-Erikson, Inc., New York; Program - Music and Script, starting October 6; Basic network and Don Lee plus 6.

Kolynos Sales Co., Chicago, Ill, (Kolynos Dentrifice); Agency - Blackett, Sample, Hummert, Inc., Chicago; Program - "Just Plain Bill", starting September 19th; Station WABC.

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SERVICES OF EXCEPTIONAL YOUNG RADIO ENGINEER AVAILABLE

Because of the depression, a young radio engineer, whose ability and integrity are known to this writer to be of an exceptionally high character, is seeking a position in the radio industry. We refer to Mr. Joseph Appel, Jr., of New York City. We should say that Mr. Appel is about 25 or 30 years old - energetic a real worker, married, comes from a splendid family, and in our opinion will make his mark in the world.

Mr. Appel, Jr., studied Electrical Communications at Massachusetts Institute of Technology. This was during the years when radio was just beginning and students did not get a degree for this work. In those days students in the college laboratories were learning by experiment the mysteries of radio. After Mr. Appel left M.I.T., he went with the DeForest Radio Co. in their testing laboratories, and then went to sea as a radio operator for the Radio Corporation of America. He next spent several years with John Wanamaker's, New York, as their radio buyer. Two years ago he went in business for himself under the name of "Appel and Henderson Electric Communications Equipment, Inc." at Mt. Vernon, N. Y. They built several broadcast transmitters, among them WMCA, New York, WSYR, Syracuse, N. Y. They did a lot of work in developing aircraft radio apparatus during this time.

Due to business conditions they closed this corporation on March 18, 1932. Mr. Appel, Jr. has since developed a compact radio receiver for the reception of the regular broadcast entertainment. This receiver weighs 30 lbs. and has a reliable range of approximately 300 miles from any standard transmitter such as WEAF, WABC, etc. He does not feel that business conditions are right now for manufacturing this receiver. Mr. Appel held a commission in the U. S. Army Reserve Lieut. Signal Corps.

A sidelight on the personal character of Mr. Appel, Jr. is told in the following from "Radio Music Merchant" in connection with winding up the business venture of Appel and Henderson:

"At the time he reached this conclusion, there was on hand in the Appel & Henderson factory a good-sized amount of finished merchandise as well as raw materials in addition to commitments for large quantities of parts and raw materials. It would have been a simple matter, and in accord with the usual customs in the radio industry, to have immediately canceled the orders for these commitments, but, to quote Mr. Appel, 'he was not brought up that way', and instead of following this policy, he mailed checks on March 10 to every single supplier for the full amount of the merchandise for which Appel & Henderson, Inc. was committed. He even went so far as to give a check to the owners of the building in Mount Vernon for the entire term of his present lease."

Anyone desiring to communicate with Mr. Appel, Jr., may do so either through this office or at his home address - 13 Circle Road, Scarsdale, New York.

(Signed) Robert D. Heinl.

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WOLF-STREET SINGER AGREE; SETTLEMENT NEAR $35,000

Ed Wolf, who holds a four years' managerial contract with Arthur Tracy, and who sued the singer recently on the value of the contract between them, has settled for around $35,000. Of This $16,000 is reported in cash, the amount held in escrow during Tracy's theatre bookings when the court ruled in Wolf's favor and decided that his claimed one-third interest be set aside until final adjudication of the issues.

Remainder of the settlement will be paid in installments, Wolf releasing Tracy from the remaining four years' obligation and also dropping all litigation.

A couple of dates booked by Wolf for Tracy on top of intensive stage and radio dates involved Tracy in damage suits in Newark and Jamaica, L. I., when he failed to appear because of illness. These dates were for $100 for the night, the Street Singer complaining he had just been doing four and five shows that day, plus his regular broadcast, and was physically unable to fulfill the engagements.

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PROSPERITY NOTE

Orders for nearly $50,000 worth of the new type of aviation radio-telephone apparatus which was announced by the Western Electric Company only late last month, have already been received, the Company reports. The bulk of the orders has been placed by American Airways and United Air Lines.

Ten Stinson tri-motor planes just placed in service by American Airways will have their existing radiophone equipment completely replaced by transmitter and receivers of the newly designed type. United Air Lines have ordered 90 of the new super-heterodyne receivers for installation both in planes now in service and for new ships.

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APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

Sept. 19 - WCAE, WCAE, Inc., Pittsburgh, Pa., authority to install automatic frequency control in auxiliary transmitter; WFDV, Rome Broadcasting Corp., Rome, Ga., C.P. to make changes in equipment, change frequency power and hours from 1500 kcs., 100 w. specified hours, to 1120 kcs., 250 w., unlimited hours; requests facilities of WTFI, Athens,Ga. in terms of quota units; WCOA, Pensacola Broadcasting Co., Pensacola, Fla., license to cover C.P. issued March 6, 1931, as modified to move transmitter and studio locally and install new equipment; WCAT, South Dakota State School of Mines, Rapid City, S. Dak., license to cover C.P. issued June 10, 1932, for new transmitter; KGFK, Red River Broadcasting Co., Inc., Moorhead, Minn., C.P. to change transmitter and increase operating power from 50 to 100 w.; R. E. Warmack and A. E. Waterman, Oroville, Calif., C.P. for new station to use 1370 kcs., 15 watts, daytime, 4 hours per day.

Applications Other Than Broadcasting

Sept. 20 - W9XI, Chicago Federation of Labor, portable, license covering C.P. for 60,000 to 1000,000 kc., 30 w., general experimental station; Radiomarine Corp. of America, on any U.S.S.B. vessel, four licenses for special experimental stations, 355 kc., 2 kw; W6XAP, Airfan Radio Corporation, Ltd., portable, vicinity of San Diego, Calif., license covering C.P. for 60000-400000 kc., 6 w. general experimental station; W1XAK, Westinghouse Electric & Manufacturing Co., Chicopee Falls, Mass., modification of general experimental license for additional frequencies, 23100, 25700, 26000 27100, 34600, 41000, 51400, 60000-400000, 401000 and above; W2XBK, Mackay Radio & Telegraph Co., portable, for use on San Francisco Bay and Los Angeles Harbor, renewal of license for 375 kc., 500 w., radio compass calibration station. There were also received 276 applications for amateur station licenses.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted
(Sept. 20, 1932)

WCSC, S. C. Broadcasting Co., Inc., Charleston, S. C., license covering move of transmitter and installation of new equipment, 1360 kc., 500 w., unlimited time; WEEI, The Edison Electric Illuminating Co., Boston, Mass., license to determine licensed power by direct measurement of antenna input; WEBC, Head of the Lakes Broadcasting Co., Superior, Wis., extension of authority to operate auxiliary transmitter unlimited time while moving main transmitter from Oct. 1 to 21, 1932;

Also, Howard A. Seyse: W8XAK, portable and mobile in Erie Co., N. Y., license (general experimental service), 51400 kc., 10 w., unlimited in accordance with Rule 308; W8XAJ, portable and mobile in Erie Co., N. Y., license as above, frequencies 51400, 60500, 70500, 80500, 90500, 100500 kc., 10 w.; Aeronautical Radio, Inc: WAEI, Detroit City Airport, Detroit, Mich., granted modification of C.P. extending commencement date to Sept. 18th and completion date to Jan. 18, 1933; KGUR, same location, granted modification of C.P. to move transmitter locally and operate with remote control with operator at control point only; W10XAR, Western Electric Co., Inc., portable, renewal of special experimental license, 270 kc., 10 w. power.

Also, W2XDV, Atlantic Broadcasting Corp., New York City, renewal of general experimental license, frequencies 23100, 25700, 26000, 27100, 34600, 41000, 51400, 60000-400000 and above, 50 w.; W9XAE, International Harvester Co., vessel "The Harvester", renewal of license 484 kc., 1 w. power; W6XU, Radiomarine Corp. of America, San Francisco, renewal of special experimental license for 1 year, frequencies 153, 157, 160, 400, 410, 454, 468, 5525, 6200, 8290, 8330, 11055, 12375, 16580 kc., 10 kw; Westinghouse Electric & Manufacturing Co.: W10XAQ, portable on any aircraft, granted general experimental C.P. to operate ground station at Hampden, Mass., regular licensed frequencies power variable to 250 w.; also, at Chicopee Falls, Mass., general experimental C.P. and license, frequencies 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 23100, 25700, 26000, 27100, 34600, 41000, 51400 kc., 60000-400000 and above, 250 w.

Renewal of Licenses

The following stations were granted regular renewal of licenses:

WAAM, Newark, N. J.; WAAT, Jersey City; WGCP, Newark, N.J.; WJAS, Pittsburgh, Pa.; KFOX, Long Beach, Calif.; KGHL, Billings, Mont. KRKD, Los Angeles, KROW, Oakland, Calif.; WCAP, Asbury Park, N. J.; WIS, Columbia, S. C.; WKAQ, San Juan, Puerto Rico; WRC, Washington, D. C.; and auxiliary WRC; KFBB, Great Falls, Mont.; KGCU, Mandan, N. Dak.; KRGV, Harlingen, Tex., and KWWG, Brownsville, Tex.

Also, WNAD, University of Oklahoma, Norman, Okla., granted temporary license subject to Commission's decision as a result of an investigation now being conducted as to whether transmitter is being operated in accordance with the Radio Act; WTAG, Worcester, Telegram Publishing Co., Inc., Worcester, Mass., granted special authorization to operate with day power of 500 watts for period beginning October 1, and ending March 1, 1933, subject to termination by the Commission at any time without notice or hearing if the need arises.

The following stations were granted renewals on a temporary basis only, subject to such action as the Commission may take on licensees' pending applications for renewals:

WCAL, Northfield, Minn.; WCAM, Camden, N. J.; WFIW, Hopkinsville, Ky.; WHN, New York,; WIBG, Glenside, Pa.; WLB-WGMS, Minneapolis; WQAO-WPAP, New York; WRHM, Minneapolis; WRNY, New York and KFMX, Northfield, Minn.

Set For Hearing

J. E. Richards, James J. Hart, Arthur Taubman, doing business as Roanoke Broadcasting Co., Roanoke, Va., requests C.P. for new station to operate on 1410 kc., 250 w., share with WHIS. facilities of WRBX; WHIS, Daily Telegram Printing Co., Bluefield, W. Va., requests modification of license to change hours of operation from sharing with WRBX to unlimited; facilities of WRBX; Intermountain Broadcasting Corp., Ogden, Utah, requests C.P. for new station to operate on 1400 kc., 500 w., unlimited time, facilities of KLO.

Miscellaneous

KFH, Radio Station KFH Co., Wichita, Kans., denied authority to operate simultaneously with Station WOQ during world baseball series from 2 to 3 P.M., CST each day with 500 w. power; WKAV, Harold E. Wescott, temporary receiver, Laconia, N. H., dismissed application for consent to voluntary assignment of license from the Laconia Radio Club to Harold E. Wescott, temporary receiver. Mr. Wescott has been dismissed by the court as receiver for WKAV and John H. Dolan has posted bond for the Laconia Radio Club for payment of creditors of the station.; KICK, Red Oak Radio Corp., Red Oak, Iowa, the Commission directed that its action of Sept. 13, granting C.P. to move station KICK from Red Oak to Carter Lake, Iowa, be held in abeyance, because of stay order issued by the Court of Appeals dated Sept. 17th to determine the issues raised by the appeal.

Amateur Licenses

The Commission also granted licenses for 405 amateur stations, of which 138 were new, 196 renewals and 71 modifications

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HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING WASHINGTON, D. C.

ISSUED TWICE A WEEK AND CONTAINING THE LATEST INFORMATION REGARDING THE RULINGS OF THE FEDERAL RADIO COMMISSION, RADIO LEGISLATION, DEPARTMENT OF COMMERCE REGULATIONS, CHANGES IN WAVELENGTH, CALL LETTERS AND POWER, PATENTS, EXPORTS, FEDERAL TRADE COMMISSION RULINGS AND OTHER MATTERS OF INTEREST TO BROADCASTERS AND MANUFACTURERS. :: :: CONFIDENTIAL—NOT FOR PUBLICATION. :: ::

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No. 564

GOVERNMENT FREQUENCY TEST STATIONS ESTABLISHED NEAR CAPITAL

Indirectly every radio receiving set owner in the country may be benefited by the operation of the "standard frequency" radio stations which the Bureau of Standards has established for testing purposes near Beltsville, and Meadows, Md. Signals radiated by these stations may be used by the 600-odd broadcasting stations all over the country in checking and maintaining their assigned wave frequencies, and keeping in their proper channel, which in turn provides more adequate reception to owners of more than 20,000,000 receivers. Not only will the public be the beneficiary of continuous scientific adjustment of radio frequency bands, but also manufacturers of radio sending apparatus, as well as testing laboratories and governmental departments.

While the testing of frequency bands is not a new activity with the Bureau of Standards, such work having been carried on for a number of years in temporary buildings, installation of a new transmitting set in one of the three buildings housing the station on the United States Experimental Farm near Beltsville, Md., will materially enhance its scope.

In order to overcome the difficulties of mutual interference caused by the radio apparatus and by experimental apparatus in some of the Bureau laboratories in Washington, the Bureau was given funds in 1931 to establish two permanent field stations. Necessary construction has been completed, and now equipment is about to be installed.

The "standard frequency" in the words of E. C. Crittenden, Chief of the Bureau's Electricity Division, under whose direction the work is carried out, is nothing more than "a frequency of known cycles per second". The "standard frequency" that has been generated at the Bureau in Washington for the last several years is numbered at 5,000,000 cycles per second. This signal is at present sent across the country at a certain hour every Tuesday morning and afternoon.

All interested persons upon receiving the signal are able to adjust their stations in order to keep within the frequency bands assigned them by the Federal Radio Commission. Mr. Crittenden pointed out that the United States was the first Government to provide a service of this kind, and that it was the hope of the Bureau scientists, funds permitting, to improve the service to such an extent that it would be continuous, thus providing, from a broadcast angle, an instantaneous correction upon any program in the country.

That this work is of great practical value is attested from many directions. Perhaps the beneficiary most directly concerned is the radio listener. The question "how much is it worth to have clear reception?" is solved largely because of the work

of the Bureau's scientists in sending out standard frequencies. Radio broadcasting stations immediately keep their sending apparatus in tune with the standard measurement, thus avoiding "bumping" into each other on the air, which causes whistling and grating noises in the receiving sets and drowning out of programs.

For the broadcasting stations themselves much money is saved because of the avoidance of endless disputes, legal difulties and delays which would arise should one station constantly interfere with another. Where time means money, as it does in the "mike" room, such savings are almost incalculable. The same applies to manufacturers of precision instruments, such as crystal control transmitters used in radio broadcasting, where adequate knowledge beforehand of the proper functioning of an instrument may save thousands of dollars. Upon completion work the manufacturer may have his instrument thoroughly tested by Bureau scientists at their "standard-frequency" station in order that they may operate close to the "standard".

Benefit does not end with the public, and private industry, but applies as well to Government departments. At the present time the Signal Corps of the United States Army has several dozen instruments "on the receiving end" of the Bureau's standard frequency testing station, in order to insure proper functioning of the instruments in the field. The world's largest monitoring station, located at Grand Island, Nebr., operated by the Federal Radio Commission, depends on the standards established by the Bureau upon which to perform its air regulatory functions. At this station signals from all over the world are taken from the air and measured with scientific precision.

The Bureau's transmitting stations are located near Beltsville, Md., and the transmitting set is located in one of the three buildings on the same site. While the "standard" frequency is made at the Bureau in Washington, it may be transmitted across the country either by sending it to the field stations by telephone wire, or by having a portable operating standard set up at the field station itself. The other two buildings will contain several transmitting sets for dissemination of special high-frequenc signals to be received at the second field station.

The receiving station is near Meadows, Md., southeast of Washington. Three buildings will house receiving equipment for use in picking up the special transmissions from Beltsville. The studies carried on at these buildings, besides the frequency work, will deal with more or less pure radio-scientific work, such as transmission and reception characteristics of radio waves, like fading, change of direction, and height of Kennally-Heaviside layer, which plays an important part in radio transmission, especially over long distances.

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PERSHING LOOKING FOR SPONSOR

"Gen. John J. Pershing, like Barkis, is willing to be sponsored by a commercial radio program", according to the National Whirligig, which is edited by Richard H. Waldo, of the McClure Newspaper Syndicate, New York.

"The remuneration would come in handy to the General. Prospective sponsors have turned a deaf ear to date."

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REPUBLICANS IN HOT WATER OVER RADIO APPROPRIATION

Senator Henry J. Allen, Republican National Committee Chairman still finds himself the center of a controversy with the newspapers defending the cash appropriation for radio broadcasts. A resolution condemning the Committee's attitude towards newspapers was adopted by the Nebraska Press Association.

"I do hope the Republican press of this country, which as you know couldn't be taken care of by advertising within the limits of $2,000,000, isn't going to turn venal because two or three hundred thousand dollars are spent on radio", Senator Allen replied to P. F. Keays of the Nebraska Association. "Such an action on the part of the Republican press would destroy the very fine distinction which now exists between the newspapers of this country and the broadcasting corporations."

In answer to this Mr. Keays pointed out that a $500,000 appropriation "would allow an average expenditure of $30 with each weekly paper and $100 with each daily paper in the country."

To which the Editor and Publisher adds:

"The broadcasting industry will receive, if able to collect, probably not less than $500,000 this year for doing a job that newspapers have always considered a fundamental public duty, and scheming politicians who have wriggled under editorial censure, glory in a public communications medium which has little public responsibility and no more opinion than a slot machine. They have manifested their friendship for the newcomer in a legislative framework that permits the private capitalization of the public right to the air waves, with regulation designed to keep things as they are, regardless of public welfare, convenience or necessity."

According to William A. Thomson, of the American Newspaper Publishers' Association, both parties, he said, had apparently reached an agreement to limit radio expenditures to $250,000 each, to be paid when as and if campaign funds permit. The total advertising budget of the Democratic party is $500,000, he said, of which $100,000 is scheduled to be used for space in independent and

Democratic newspapers. The Republican advertising budget is $450,000, with a so far indeterminate amount for newspaper space. Both parties, he said, regarded the newspaper advertising as patronage, and it was difficult to dispel from the minds of the party managers the idea that purchase of advertising space insured friendly news and editorial treatment.

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NBC NEW AND RENEWAL ACCOUNTS

RENEWAL - American Kitchen Products Co., New York City; Agency - Batten, Barton, Durstine & Osborn, Inc.; Starting September 7, 1932, Wednesday, 10:15-10:30 A.M., Basic Red Network; Program - The Steero Program with Jane Grant, the cube cook, and Kuznetzoff & Nocolina. Gypsy singers with balalaika and guitar accompaniment and cube cookery talk.

RENEWAL - American Tobacco Co., New York City; Product - Lucky Strike Cigarettes; Agency - Lord & Thomas; Starting September 10, 1932, Saturday, 10 to 11 P.M.; Basic Red network and supplementaries; Program - Guest orchestras with Walter O'Keefe as master of ceremonies.

NEW - Firestone Tire & Rubber Co., Akron, Ohio (tires); Agency - Sweeney & James; Starting December 5, 1932, Monday, 8:30 to 9:00 P.M.; Basic red network and supplementaries; Program - "The Voice of Firestone".

NEW - J. A. Folger & Co., Kansas City, Mo. (Folger's coffee); Agency - Blackett-Sample-Hummert, Inc.; Starting September 26, 1932, Monday to Friday inclusive 3:00 to 3:15 P.M.; Basic red network west of Chicago, NW and SW groups; Program - not announced.

NEW - General Foods Corp., New York City (Maxwell House Coffee); Agency - Benton & Bowles; Starting October 6, 1932, Thursday, 9 to 10 P.M.; Basic Red network and supplementaries; Program - "Maxwell House Show Boat".

NEW - Grand Union Company, New York City (Chain stores); Agency - Hampton, Weeks and Marston; Starting September 19, 1932, Monday, Wednesday, Friday, 9:30 to 9:45 A.M.; WGY, Schenectady; Program - "Grand Union Grocery Boy".

NEW - Ralston Purina Co., St. Louis, Mo. (cereals); Agency - Batten, Barton, Durstine & Osborn, Inc.; Starting October 4, 1932; Tuesday, Thursday, Saturday, Basic red as far as Chicago, 5:45 to 6 P.M., west of Chicago, 6:45-7:00 P.M.; Basic Red Network; Program - "Sekatary Hawkins".

NEW - Reid Murdoch & Co., Chicago (Monarch Brand Food Products); Agency - Rogers & Smith; Starting October 2, 1932, Sunday, 2 to 2:15 P.M.; Basic Blue network and NW; Program - not announced.

NEW - Stephano Brothers, Philadelphia, Pa. (Rameses Cigarettes); Agency - Aitken Kynett Co.; Starting September 27, 1932, Tuesday, 7:15-7:30 P.M.; WJZ, New York; Program - Rameses Program.

NEW - U. S. Industrial Alcohol Co., New York City ("Pyro" Alcohol for automobiles); Agency - J. Walter Thompson; Starting October 23, 1932, Sunday, 9:45-10:00 P.M., Basic Red Network; Program - not announced.

RENEWAL - G. Washington Coffee Refining Co., Morristown, N. J. (Coffee); Agency - Cecil Warwick & Cecil; Starting October 5, 1932, Wednesday, 9:00-9:30 P.M. and 12:15-12:45 midnight; Basic Blue Network and supplementaries; Program - "Adventures of Sherlock Holmes".

NEW - Delaware, Lackawanna & Western Coal Co. (Blue Coal), New York City; Agency - Ruthrauff & Ryan, Inc., New York City; Starts Oct. 5 for 30 weeks, Wednesdays, 8:00-8:30 A.M.; Network - WEAF, WCSH, WJAR, WTAG, WTIC, WEEI, WGY, WBEN, WFBR, WLIT, WRC; Program - "The Shadow; Mystery Drama", and 11 piece orchestra.

NEW - Swift & Co. (Formay Shortening), Chicago, Ill.; Agency - J. Walter Thompson Co., Chicago, Ill.; Starts - Oct. 6 for 30 weeks; Thursday, Friday, 10:30-10:45 A.M., EDST; Network WTAG, WEEI, WJAR, (WTIC Thursday only), WCSH; Program - "Musical Mixing Bowl" - musical with Irving Kaufman and brief talk by Lucy Allen.

NEW - Ocean Steamship Co. of Savannah, New York City; Agency - Aitken, Kynett Co., Philadelphia, Pa.; Starts - October 4 for 52 weeks, Tuesday, 6:30-6:45 P.M., EDST; Network - New York, Boston, Springfield; Program - "Savannah Liners" - Robert Armbruster nine piece orchestra.

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WICC, BRIDGEPORT, JOINS COLUMBIA

Station WICC, Bridgeport, Conn., is the latest link to be added to the 90-station network of the Columbia Broadcasting System. The Bridgeport outlet, operating on a wave length of 600 kilocycles, or 499.7 meters, was established in 1926. The station is licensed for 500 watts.

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RADIO TRADE SHOW GIVES REVIVAL SIGNS

Indications that the radio industry is due to make a fairly rapid recovery from the slump that set in nearly two years ago were observed at the radio trade show held last week in New York City.

The management reported that "large orders" for merchandise had been given and that the general public, which was admitted, showed unusual interest in the models on display. About 2,000 dealers and distributors, representing nearly every State in the country, were registered at the exhibition.

One of the new exhibits installed comprised a photographic development process invented by Dr. Miller Reese Hutchison, former Chief Engineer for Thomas A. Edison, which practically eliminates the effect of "grain" in photography, it is said. Dr. Hutchison said his invention will have a marked effect on existing processes of film development, and make possible great improvements in the recording and reproduction of sound by electrical means. He showed photographic enlargements three feet high and two feet wide made from original prints a half-inch wide and three-quarters of an inch high. The enlarged pictures exhibited none of the usual spotty or grainy effects.

Dr. Hutchison said his process would permit enlargements as great as 300 diameters. This means that a sharp picture the size of a postage stamp could be enlarged to cover an area twenty to twenty-five feet square. He is negotiating with large film and radio interests, he said, for the application of the invention.

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CBS RENEWED ACCOUNT

RENEWAL - Tide Water Oil Sales Corp., New York City; Agency - Lennen & Mitchell; Product - Tydol, Veedol; Program - "Three X Sisters", Musical, Time - Monday, Wednesday, Friday, 7:30-7:45 P.M., Starting October 5, 10 basic stations, 5 supplementary.

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TO SPONSOR FOOTBALL GAMES

Contracts to broadcast Pacific Coast football games over the NBC gold network, the Don Lee-C.B.S. stations and KORE and KOR, two independent stations, have been signed by the Associated Oil Co. The broadcasts started Sept. 17 and will continue through the annual San Francisco Shrine benefit game on New Year's Day. There are 200 stations involved.

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PINCHOT TO SPEAK ON WCAU DEDICATION PROGRAM

Governor Gifford Pinchot, of Pennsylvania, and Col. Thad Brown, Federal Radio Commissioner, will be the principal guest speakers who will appear with an all-star array of radio talent during the WCAU dedication program to be broadcast over a coast-to-coast network of the Columbia Broadcasting System from 9:00 to 9:30 P.M., EST, Sunday, October 2nd.

The program will be the first to be broadcast over the new 50,000 watt transmitter of Station WCAU, Philadelphia link of the Columbia network.

The CBS stars who will contribute to the celebration include Kate Smith, "Songbird of the South"; Irish minstrel Morton Downey; the Four Mills Brothers, vocal-instrumentalists and purveyors or original harmonizing; and Colonel Stoopnagle and Budd. The musical background for the offerings of these individual stars will be provided by Freddie Rich and his Columbians - a 35 piece symphoniz-jazz orchestra.

In addition to the addresses by Governor Pinchot and Colonel Brown, there will be brief talks by William S. Paley, President of the Columbia Broadcasting System, and Dr. Leon Levy, head of Station WCAU.

The program will open in the WABC studios in New York City, although various portions of it will be picked up from other network links. Kate Smith will be heard from Baltimore, Morton Downey from Washington and the Mills Brothers from Boston, where they are filling vaudeville engagements. Colonel Brown's talk will also come from Washington, and Governor Pinchot's from either Philadelphia or Harrisburg.

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FREDERICK BATE TO BE NBC REPRESENTATIVE IN EUROPE

Frederick Bate, formerly connected with the Reparations Commission, has been named European representative of the National Broadcasting Company. Bate sailed last week and immediately will establish headquarters in London.

Bate has been selected as permanent representative of the company in London to further interest an international broadcasting, John W. Elwood, NBC Vice-President, said. He will promote the mutual exchange of radio programs across the Atlantic, assisting foreign countries in obtaining and selecting American program features for rebroadcast over their respective radio systems, and likewise selecting and arranging European features for American listeners.

A native of Chicago, Bate has resided in Europe since 1912, when he went abroad to study. Dr. Max Jordan will continue as Central European representative of the NBC with headquarters at Berne, Switzerland.

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APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

Sept. 22 - WCAU, Universal Broadcasting Co., Philadelphia, Pa., license to cover C.P. issued Nov. 17, 1931, change location and install 50 kw equipment, increase power to 50 kw; also license to cover C.P. issued Jan. 8, 1932, for local change of auxiliary transmitter; WALR, WALR Broadcasting Corp., Zanesville, Ohio, license to cover C.P. issued May 17, 1932, changes in equipment and local change of transmitter; KMAC, W. W. McAllister, San Antonio, Texas, voluntary assignment of license to Walmac Co. Inc.; KXYZ, Harris County Broadcast Co., Houston, Tex., license to cover C.P. issued Sept. 9, 1932, to consolidate KTLC and KXYZ, changes in equipment, change frequency and power from 1420 kc., 100 w. to 1440 kc., 250 w.; J. E. Richards, Pine Bluff, Ark., C.P. for new station to use 1340 kc., 250 w. daytime; KLCN, Charles Leo Lintzenich, Blytheville, Ark., C.P. to make changes in equipment, change frequency, power and hours from 1290 kc., 50 w., daytime to 1500 kc., 100 w., unlimited hours; WIAS, Iowa Broadcasting Co., Ottumwa, Iowa, modification of license amended to request facilities of KSO, Clarinda, Ia.; KFGQ, Boone Biblical College, Boone, Ia., modification of license amended to request facilities of KSO, Clarinda, Ia.; KWCR, Cedar Rapids Broadcasting Co., Cedar Rapids, Ia., C.P. amended to request facilities of KSO, Clarinda, Ia.

Applications Other Than Broadcasting

Sept. 23 - WHD, The New York Times Co., New York, N. Y., license covering C.P. for 6450, 8360, 11355, 16720, 22250 kc., 500 w., mobile press service; KGPP, Bureau of Police, Portland, Oreg., modification of license for increase in power to 500 w., municipal police station; W4XD, Durham Life Insurance Co., portable and mobile license covering C.P. for 60000-400000 kc., 15 w., general experimental station; W5XA, Rev. Lannie W. Stewart, Shreveport, La., renewal of general experimental license for all general experimental frequencies, 100 w. There were also received 269 applications for amateur station licenses.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted
(Sept. 23, 1932)

WIAS, Iowa Broadcasting Co., Ottumwa, Ia., modification of license to increase hours of operation from specified to unlimited (facilities of KSO in terms of quota units); KFGQ, Boone Biblical College, Boone, Ia., modification of license to change specified hours of operation; KWCR, Cedar Rapids Broadcast Co., Cedar Rapids, Ia., C.P. to make changes in equipment and increase daytime power from 100 w. to 250 w.; KOMA, National Radio Manufacturing Co., Oklahoma City, Okla., C.P. to move transmitter locally from east of Oklahoma City to n.e. of city on United States Highway 66, and install new equipment; KGFI, Eagle Broadcasting

Co., Inc., Corpus Christi, Tex., license covering changes in equipment, 1500 kc., 100 w. night, 250 w. local sunset, unlimited time; KVL, KVL, Inc., Seattle, Wash., license covering changes in equipment, 1370 kc., 100 w., shares with KFBL; KGHL, Northwestern Auto Supply Co., Billings, Mont., C.P. authorizing move of studio locally, installing new equipment and increasing daytime power, 950 kc., 1 kw night, 2½ kw local sunset, unlimited.

Also, KFQD, Anchorage Radio Club, Inc., Anchorage, Alaska, license covering changes in equipment and increase in power, 1230 kc. 250 w., 6 p.m. to midnight, L.S.T.; WSYB, Philip Weiss Music Co., Rutland, Vt., modification of C.P. extending completion date from Sept. 28 to Nov. 28, 1932; also, modification of license to reduce specified hours of operation; KASA, E. M. Woody, Elk City, Okla., modification of C.P. to change type of equipment and move transmitter and studio locally; WJMS, Johnson Music Store, Ironwood, Mich., modification of license to change hours of operation from daytime only to unlimited; WSUI, State University of Iowa, Iowa City, Iowa, special authorization to operation from 10 P.M. to 12 P.M.CST. Sept. 24, 1932.

Also, Western Air Express, Inc.: KHCJQ, KHOCX, KHLQJ, KHLPK, Burbank, Calif., authority to use equipment now licensed as an aircraft station for broadcast pickup purposes on Sunday, Sept. 25, in connection with aviation week in California; KMPC, R. S. MacMillan, Beverly Hills, Calif., approved agreement with Station WOR, which in effect granted an additional hour between 8 and 9 P.M., PST (11 and 12 EST) on night of Sept. 26 to Oct. 1, inclusive; KGTO, Aeronautical Radio, Inc., portable, authority to operate portable aeronautical station as a broadcast pickup station Sunday Sept. 25th; WPI, Inland Waterways Corporation, Memphis, Tenn., modification of marine relay license to change frequencies to 3120, 4780, calling and working: 438, 3120, 4780 kc., calling and transmission of operating signals, 1 transmitter 100 w. power, two at 250 w. each; W1XQ, American Telephone & Telegraph Co., Dept. of Development and Research, Bradley, Me., renewal of special experimental license 50 to 75 kc., except 54, 56, 58, 64, 66 and 75 kc., 25 kw power.

Also, W8XAP, Producers Steamship Co., on vessel "Louis W. Hill", renewal of special experimental license, 484 kc., 1 w.power; Aircraft Radio Corp.: W1OXI, NC-9746, renewal of general experimental license, frequencies, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 60000-400000 kc., 10 w.; W3XW, Boonton, N. J., renewal of general experimental license, frequencies, 3492.5, 6425 kc., 50 w.; Prof. Neil H. Williams: W8VX, and W8XU, portables, Dept. of Physics, University of Michigan, Ann Arbor, Mich., renewal of general experimental licenses, frequencies, 34600, 41000, 51400, 60000-400000 kc., 15 and 5 w. respectively; W1CXAE, Edwin C. Ewing, Jr., NC-10164, renewal of general experimental license, frequencies 60000-400000 kc. 10 w.; W6XAD, Vickerson Radio Laboratories, San Francisco, renewal of general experimental license, frequencies, 2398, 3492.5, 4797.5, 8655 kc., 1 kw.

Set For Hearing

WCAC, Connecticut Agricultural College, Storrs, Conn., requests C.P. to change equipment and increase day power from 250 to 500 w.; The Greenville News Piedmont Co., Greenville, S. C., requests C.P. 590 kc., 250 w., night, 500 w. local sunset, unlimited time, experimental (This application was formerly set for hearing and amended to give exact location of transmitter and request for authority to install directional type antenna).

Ratification of Acts of Commissioners

Action taken Sept. 12: W1XAV, Shortwave & Television Laboratories, Inc., Boston, Mass.; W1XAL, Shortwave Broadcasting Corp. Boston, Mass., WiXG, Shortwave and Television Corp., portable, granted authority to take depositions of certain witnesses in Boston on Sept. 20 re applications set for hearing on Oct. 3.

Action taken Sept. 13: KTFI, Mackay Radio & Telegraph Co. San Francisco, granted 60-day authority to operate station on board steamer "Carrillo" as first and third class public service; KGNO, Dodge City Broadcasting Co., Inc., Dodge City, Kans., granted authority to take depositions in re its application for modification of license set for hearing Dec. 15; KNX, Western Broadcast Co., Hollywood, Cal., granted authority to take depositions in re applications of The Farmers & Bankers Life Insurance Co. of Milford, Kans., hearing on which is set for Oct. 10.

Action taken Sept. 16:- KIEQ, KIEP, Radiomarine Corp. of America, New York City, granted 30-day authority to operate transmitter aboard lifeboats 1 and 2 of vessel "Lurline" with 20 w., 500 and 5520 kc.; KGRL, Thompson & Holgerson, Los Angeles, granted temporary authority to operate radio station KGRL abaord vessel "Northwestern" for 60 days, frequencies 8240 to 16680, 250 w; WTMJ, The Journal Co., Milwaukee, Wis., authority to take depositions in re application of KTAR Broadcasting Co., Phoenix, granted, hearing set for Oct. 17th

Action taken Sept. 17: KXA, American Radio Telephone Co., Seattle, Wash., authorized to broadcast community fund dinners Sept. 19 and Oct. 4, consistent with approval of National Broadcasting Co.; WIBWY, Isaiah Creaser, trustee, Springfield Radio Association, Springfield, Mass., authorized to locate amateur station WIBWY at Eastern States Exposition, West Soringfield, Mass., from Sept. 18 to 24; WIEK, WIEL, Atlantic Broadcasting Corp., New York, authorized to use special broadcast pickup stations WIEK and WIEL, 1542 and 2478 kc., 50 w., power Sept. 18 to Oct. 1 in connection with broadcast of horse races at Aqueduct Race Track, Aqueduct, L. I.

Action taken Sept. 20:- KRLD, KRLD Radio Corp., Dallas, Texas, authorized to operate on 1040 kc., unlimited daytime hours from Sept. 28 to conclusion of world series baseball games; KTHS, Hot Springs Chamber of Commerce, Hot Springs, Ark., authorized to operate on 970 kc., during daytime only 10 kw., from Sept. 28 to conclusion of world series; WCCO, Northwestern Broadcasting, Inc., Minneapolis, Minn., authorized extension of program test period of

30 days; WOCH, Radiomarine Corp. of America, New York, granted authority to operate for 60 days, pending receipt of formal application to operate additional transmitter aboard vessel "Carabobo", 50 w., frequencies 8200 to 17100 kc.;

Action taken Sept. 21: WJBI, Monmouth Broadcasting Co., Red Bank, N. J., authorized extension of temporary license to Nov. 13, 1932; WWL, Loyola University, New Orleans, authorized extension of equipment test period for 10 days; KFWB, Warner Bros. Broadcasting Corp., Hollywood, Calif., authorized to ust Station KIFD, Sept. 24 in connection with Gov. Roosevelt's speech between Shatworth and Burbank, Calif; KGML, Northwestern Auto Supply Co., Inc., Billings, Mont., authorized to extend program tests for period of 15 days pending action on application.

Action On Examiners' Reports

Gustav A. Jenkins, Antonito, Colo., denied C.P. for new station to operate on 1200 kc., 100 w. to share with KGEK and KGEW reversing Chief Examiner Ellis A. Yost; KGEK, Beehler Electrical Equipment Co., Yuma, Colo., granted renewal of license as of Sept. 23 to operate on 1200 kc., 100 w., share with KGEW at specified hours; KGEW, City of Fort Morgan, Fort Morgan, Colo., granted renewal of license as of Sept. 23, to operate on 1200 kc., 100 w., share with KGEK, using specified hours; Cannon Systems, Inc., Glendale, Cal., granted C.P. to operate on 850 kc., 100 w. daytime, reversing Chief Examiner Ellis A. Yost; KGIX, J. M. Heaton, Las Vegas, Nev. granted renewal of license to operate on 1420 kc., with 100 w., durir the following hours (specified) sustaining Examiner Yost.

Miscellaneous

WHP, WHP, Inc., Harrisburg, Pa., denied request to waive rule relating to announcement of mechanical reproductions during one program when numbers would be played from transcription and by artists in person; KTAT, SAT Broadcast Co., Fort Worth, Tex., reconsidered grant of renewal of application effective Oct. 1, and granted temporary license to KTAT Broadcast Co., Inc., pending filing of renewal application by KTAT, in keeping with amendment to charter changing name of applicant from SAT to KTAT, Broadcasting Co.; WIBW, Topeka Broadcasting Association, Inc., Topeka, Kans., set for hearing application for renewal of license to operate on 580 kc. with 1000 w. because of protests of WSAZ, Huntington, W. Va., and WOBU, Charleston, W. Va., which share time on 580 kc.

Applications Dismissed And Denied

The following applications heretofore set for hearing were denied because applicants failed to enter their appearance within time allowed: A. F. Crissalli, Long Island City, C.P. 1500 kc., 100 w., share with WMIL, WWRL, WMBQ; John E. McGoff, R. M. Sutcliff and Julius Schaffer, Newport, R. I., C.P. 1280 kc., 250 w., 8 hours per day; Dismissed at request of applicants: KLRA, Arkansas Broadcasting Co., Little Rock, Ark., and WCGU, United States Broadcasting Corp., Brooklyn, N. Y.

The Commission also granted 596 amateur station licenses of which 237 were new, 276 renewals and 83 modifications.

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HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING WASHINGTON, D. C.

ISSUED TWICE A WEEK AND CONTAINING THE LATEST INFORMATION REGARDING THE RULINGS OF THE FEDERAL RADIO COMMISSION, RADIO LEGISLATION, DEPARTMENT OF COMMERCE REGULATIONS, CHANGES IN WAVELENGTH, CALL LETTERS AND POWER, PATENTS, EXPORTS, FEDERAL TRADE COMMISSION RULINGS AND OTHER MATTERS OF INTEREST TO BROADCASTERS AND MANUFACTURERS. :: :: CONFIDENTIAL—NOT FOR PUBLICATION. :: ::

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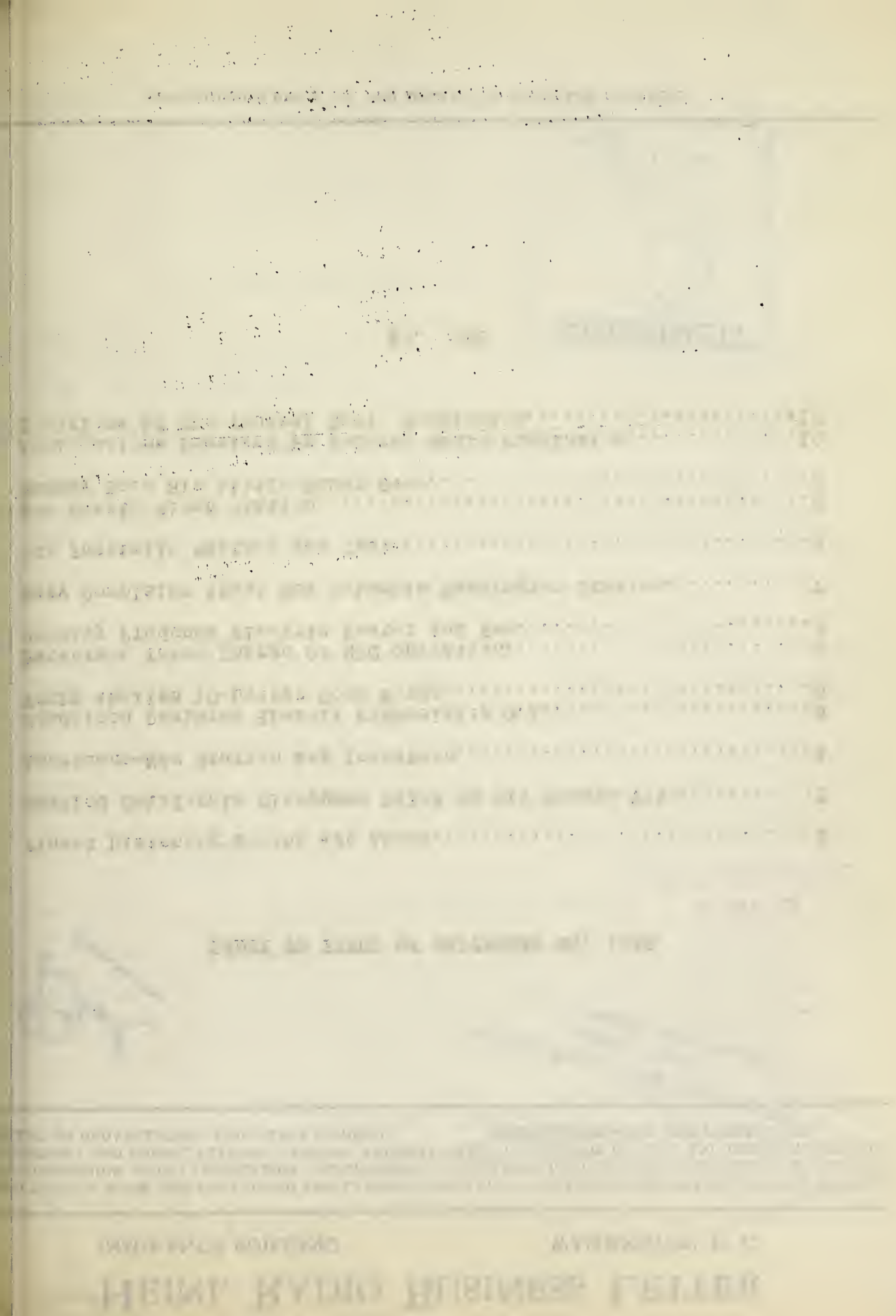
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No. 565

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FINEST LISTENING MONTHS ARE AHEAD

by Robert D. Heinl

Static is now decidedly on the decrease and the finest listening months of the year are just ahead. This is a joyful message from E. B. Judson, who is carrying on the work of the late Dr. L. W. Austin at the United States Bureau of Standards. Dr. Austin was probably the world's greatest static expert and under his guidance, the United States has led the world in the study of one of the most baffling elements in modern science. Where other countries have studied static at intervals, the U. S. Bureau of Standards has been measuring the strength of this perplexing atmospheric disturbance continually since 1915.

With the passing of Dr. Austin, his division was taken over by Dr. J. H. Dellinger, who is in general charge of the radio laboratory at the Standards Bureau, and the static research very logically was passed along to Mr. Judson, who for many years was Dr. Austin's assistant.

He is but thirty-three years old, a Washingtonian by birth, a graduate of George Washington University, and served in the Navy during the War.

Preliminary calculations indicate that static during the past Summer was not quite so bad as in 1931. It is usually worse in July and August but last year was worse in June.

The best months of the year, that is the time when there is the least atmospheric disturbance, are October, November, December, January, February and March.

At the Bureau of Standards, they observe static conditions on much longer wave lengths than are used by the receiving sets of the program listener but it is believed the relative results are about the same. Likewise they are able to observe static at considerable distances on the long wave. This has not been exactly determined but Dr. Austin believed that the sounds heard in Washington originated in the mountainous regions of Mexico or from as far away as southwest Texas. The static which disturbs the listener of an ordinary radio set, it is supposed, comes from relatively nearby, something like 50 miles.

On long waves there is a background of continuous rumbling intermingled with clicks and clashes. On the broadcast band static is usually marked simply by sharp clicks.

In the old days when listeners depended upon distant stations for their programs, static interfered much more with the enjoyment of a receiving set than today. This is due largely

to the increase in power of broadcasting stations which now very readily break through ordinary static conditions. Also, the perfection of the receiving set.

With eleven stations in the United States broadcasting on 50,000 kilowatts power, and eight of these super stations under construction, many hundreds of thousands of listeners will have less to worry about. Still, even with the highly perfected receiver of the present day, static does cause trouble because modern sets are more sensitive and while they bring in distant stations, they also bring in an amplified static.

Static, however, has its usefulness. It has already been found to be of considerable service by the United States forest fire-fighters in forecasting forest fires. The relation between weather conditions and forest fires - those originating from natural causes - has been established. This relationship is so definite that the Weather Bureau issues forecasts of forest fire dangers based upon observation into which the presence of static enters.

Static may also prove very valuable in general weather predictions. The Weather Bureau attaches a certain amount of credence to the relation between static and weather conditions. Nevertheless, static is still a very baffling element to scientists, as well as annoying to radio listeners, and for this reason every effort is being made by Government experts to find out as much about it as possible.

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MUZZLED CALIFORNIA CLERGYMAN PILES UP BIG SENATE VOTE

No official returns have been received but it is reported that Rev. Bob Shuler, of Los Angeles, whose broadcasting station was closed down by the Federal Radio Commission because of slanderous charges said to have been made, polled nearly 100,000 more votes in the California primaries than either William Gibbs McAdoo or Senator Shortridge, Democratic and Republican candidates.

Rev. Shuler announced that he was running on the Prohibition, Republican and Democratic tickets. He won first place on the Prohibition ticket, second on the Democratic, and third on the Republican. The large vote he piled up was credited to his radio following and his campaign manager now declares that Shuler will do a "Henry Field" into the Senate in the November elections. If he does, the chances are that he will endeavor to make it warm for those members of the Radio Commission who ruled him off the air.

Opposing Shuler is Tallent Tubs, a wringing wet, who also knows a thing or two about radio campaigning. Tubs won the Republican nomination by giving Senator Shortridge, present California Senator, a terrific walloping. Tubs, who is opposing William Gibbs McAdoo, intends to use radio freely but apparently is not going to make the mistake of giving his constituents too much talking. For every five minutes' talk, there is to be ten minutes' entertainment. The candidate will draw on the picture studios for his orchestra and talent.

The campaign of Mr. Tubs also calls for State-wide phonograph record broadcasts. These speeches, by proxy, will be heard every night for a month before the election and will cover the entire State of California.

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AMERICANO-MEX STATION MAY INTERFERE

The Mexican high-powered radio broadcasting station XENT, being constructed near the United States border, is expected to commence operation in a few weeks to the detriment of stations in Southwest United States and with interference to stations elsewhere, according to the Federal Radio Commission.

Station XENT will operate on a frequency of 1115 kilocycles and 150,000 watts power. The following additional information was made available:

As the time approaches for the station to operate under Norman Baker, formerly operating Station KTNT, Muscatine, Iowa, before its removal from the air, broadcasters are hopeful that the impending chaos in the Southwest anticipated because of this high-powered station will be averted through an adjustment at the meeting of delegates at Madrid.

American broadcasters attending the international radio conference at Madrid are hopeful that the difficulties may be ironed out. It is hoped that an agreement may be worked out so that stations in Mexico, Cuba, and Canada will not interfere with American stations. The United States has no treaty agreement with Mexico to cover the interference expected from this new station which will operate on an unlimited schedule day and night.

The permit for construction was the largest ever issued by the Mexican Government. Built at a cost of $225,000, construction is nearly finished. The 300-foot steel towers will withstand 75,000 pounds pressure and have been completed at a cost of $100,000

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HENDERSON DECLARES HIMSELF FINANCIALLY O. K.

W. K. Henderson testified before a Radio Commission Examiner this week that he was financially able to operate Station KWEA, of Shreveport, La. He appeared at a hearing on his application to renew the station's license.

A financial statement placing the net worth of the station at $425,457 was placed in the record, while Henderson was being questioned. Profits during 1932 up to August 31st, were given as $30,056.

In addition, Mrs. Will Leonard, of Shreveport, Henderson's sister, said she would help financially if any aid were needed. In response to questions she said she was worth $250,000.

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WOULD ABOLISH 10-LETTER CODE WORDS

The Tariff Committee of the International Telegraphic Conference voted by 28 to 10 to abolish ten-letter in favor of five-letter code words.

Major William F. Friedman, United States Army code expert, said, however:

"This change should not be considered for serious application yet. The cost of the five-letter word and its method of use have not yet been decided upon and the cost to users may not be radically changed."

To present users has been given the option of using ten-letter code words at full rate or five-letter words at a one-third reduction in cost outside of Europe. The Dutch East Indies delegation is proposing to reduce still further the rate for the five-letter word. It is probable that trade names and other combinations hitherto barred in five-letter codes will be permitted. Nevertheless, the general impression exists that the cost, while it will not be doubled by cutting the number of letters in half, will be greatly increased.

The British delegation and a majority of the empire representatives voted against the proposal, while the delegation of the United States, a non-signatory, lent its moral support to the British in the discussion. Germany and Italy led the fight for the alteration which cable and telegraph companies have been pushing for three decades. Formal approval of the decision of the Tariff Committee is a foregone conclusion.

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PATTERSON TAKES CHARGE OF NBC OPERATION

Richard C. Patterson, Jr., Commissioner of Correction of New York City for the past five years, handed his resignation to Mayor McKee Tuesday effective tomorrow, and Saturday he will become Executive Vice-President of the National Broadcasting Company.

Commissioner Patterson's action was prompted solely by a desire to return to private business. His resignation was offered and received with regret. He praised Mayor McKee as "efficient and energetic", and the Mayor, in turn, described Mr. Patterson as one of the city's "most capable, efficient and industrious officials."

Mr. Aylesworth, who was at the City Hall when Mr. McKee received the Commissioner's resignation, explained that Mr. Patterson would be "in charge of the operation" of the National Broadcasting Company.

"While I shall retain the active presidency of the National Broadcasting Company", Mr. Aylesworth said, "my new duties as President of the Radio-Keith-Orpheum Corporation make it necessary for me to divide my time between the two organizations, and I have asked Vice-President McClelland of the National Broadcasting Company to become Assistant to the President of the National Broadcasting Company. Mc. McClelland has accepted his new responsibilities and will immediately assume his duties as Assistant to the President."

Mr. Patterson's work as Commissioner of Correction has been highly praised and some of the improvements he instituted in the city prison system have been copied elsewhere. He was appointed August 15, 1927, and very soon began important revisions in the operation of the City's penal institutions. He received credit for removing the prison system from the influence of politics. The Prison Association of New York said recently that during Commissioner Patterson's five-year regime, more was expended on city prisons than in the previous 100 years.

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CROSLEY PRODUCES ELECTRIC HEATER AND FAN

The Crosley Temperator, a combination thermostatically controlled electric heater and fan, is the most recent development of the engineering and research staff of The Crosley Radio Corporation. Powel Crosley, Jr., announced that production on this new Crosley electrical appliance for the home was now well under way.

The Temperator provides in one appliance an electric fan and a thermostatically controlled heater. The Temperator is so designed that when the heating unit is in operation, the electric fan rotates at the required speed to assure an immediate and even circulation of warmed air throughout the entire room. Mr. Crosley stated that the first of the new Temperators were now in shipment to Crosley dealers.

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NAVY COMPLAINS ABOUT NEW COLUMBIA WASHINGTON STATION

Complaint has been made to the Federal Radio Commission by the Navy Department that the new Columbia Station WJSV being built on the Mount Vernon Highway between Washington, D. C., and Alexandria Va., may seriously interfere with the Naval Research Laboratory transmitters in Anacostia, a suburb of Washington. The Naval Research Laboratory, which is doing some of the Government's most important work in short wave and other phases of wireless communication, is located just across the Potomac River and only about one mile from the new site of WJSV. Likewise the new Columbia station is only about 3 miles away from the giant naval radio towers at Arlington.

The Columbia station is so nearly completed that testing will begin October 10th and regular broadcasts are scheduled to start Thursday, October 20th, at which time it will take over the programs now carried by Station WMAL. If the complaint of the Navy Department should cause the Radio Commission to order Columbia to move the station to another site, it would entail a loss of upwards of $50,000 which it is said the company has already spent on building a transmitter house, antenna towers, and ground system. This does not take into consideration the 15 year lease on the land.

Although the Federal Radio Commission was reported to have approved the site, it was said that the Navy radio people at Anacostia didn't know anything about it until one day they happened to look over and saw the towers of the new station. It is alleged to be a blunder on the part of the Radio Commission in allowing a commercial station to be erected on this site.

"It will play the devil with us", a Navy official said. "The new station so close at hand broadcasting with 10,000 watts power will cover our entire spectrum. It would cost an immense sum of money to shiled ourselves from this, if it can be done at all. It would seriously interfere with the radio work the laboratory is doing no matter how much shielding were done."

The Navy Department asserts the service has put millions of dollars into the construction and equipment at the laboratory at Bellevue, where scientific work of a secret character is carried forward. Naval authorities said that before the Radio Commission was set up, the law prescribed that no radio station could be erected within 50 miles of Bellevue.

"While it is true that the Naval Research Laboratory will probably receive a strong signal from WJSV on our broadcasting frequency of 1460 kilocycles, I believe because of the precautions we are taking otherwise, that there will be no serious difficulty", said Harry Butcher, Washington representative of Columbia.

"We are shielding the transmitter in an effort to prevent them from receiving our harmonics", Mr. Butcher continued, "which is the thing they are afraid of. Also we are shielding the leads down from the antenna. In fact, we are doing everything scientifically possible to suppress these harmonics. The Naval Research Laboratory claimed that WJSV at the old location at Mount Vernon Hills, south of Alexandria, bothered them at times but it was not adequately shielded as the new station will be.

"If any harmonics are emitted by WJSV from the new location, they will be of less than one watt voltage which will not be enough to cause any trouble. I do not believe the Radio Commission will cause us to move our transmitter since it has already approved the site and we have spent such a large amount of money."

Before the new WJSV site was chosen, engineers tested for many months in order to determine upon the best location, which required that the station be near enough to adequately cover the National Capital but yet remain in Virginia, in which State it is licensed and for which reason it is allowed to use 10,000 watts power. Stations WRC and WMAL in Washington only broadcast with 500 watts. WBAL, Baltimore, and WJSV with 10,000 watts are two of the highest powered stations in this part of the country.

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RCA FACSIMILE WEATHER MAP TEST

New radio apparatus, designed for the reception in facsimile of weather maps and other information and data of value to ships' officers and passengers, will be tested in actual use during the eastward passage of the SS "President Harding", now enroute to English and continental ports. The United States Lines, the Radiomarine Corporation of America and the United States Weather Bureau will cooperate in this test, in which the new apparatus will be employed to provide the ship's officers with daily weather information of more detailed nature than is obtainable by other means.

One of the most interesting innovations of the new equipment is that it will employ the diversity method of reception. Antennas fore and aft on the"President Harding" will serve as signal collectors for two separate superheterodyne receivers, the outputs of which will be combined in a common amplifier.

Another feature will be the use of the new RCA "carbon recorder" method of transcribing the facsimile radio signals into a visible image. In this, a metal stylus moves over a sheet of carbon paper and makes the image visible on a sheet of paper. This is very much simpler than the usual laboratory method of facsimile reception and it accommodates itself to the compact design that is common to all marine equipment. The recorder is fed from continuous rolls of paper and carbon tissue, which permits the quickest possible preparation for the reception of a picture.

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NEW PUERTO RICAN STATION

Almost at the same time radio communication with that island was cut off by the hurricane, approval of an application for the construction of a new radio station at San Juan, Puerto Rico, was recommended to the Federal Radio Commission in a report of the Chief Examiner, Ellis A. Yost, just made public.

The application was made by Roberto Mendez, of San Juan, who requests an assignment of 1370 kilocycles frequency and 100 watts power, and unlimited time. The people of San Juan, the report stated, are not receiving full time radio broadcasting service and no objectionable interference is expected to result from the operation of the proposed station.

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RAMSAY DOES HIS LITTLE STUNT OVER

by Don Craig, Jr.

There was only one thing which could stop Columbia from carrying Ramsay MacDonald at 4 P.M. one afternoon last week. And it did.

Columbia had been trying for months to land the famous British Premier for a talk to America. A few days before, MacDonald's office called Cesare Searchinger, Columbia's foreign representative, and informed him that MacDonald was going to talk on the BBC at 4 P.M. (our time) and Columbia could have it if it so desired.

Searchinger cabled New York. The New York officials almost broke their necks accepting. Then they sent the order out to the program department - "Cancel everything short of President Hoover, himself!"

The program department set about sending out a matter of fact order to kill all programs between 4 and 4:30. Then the realization came. Hoover was booked to talk from the new Post Office Building here (in Washington) at exactly 4 P.M.

Telephone wires began to burn between Washington and New York. Cables flew back and forth across the Atlantic. But nothing could be done about it. So far as Columbia was concerned, the two most important personages in the world were scheduled for exactly the same instant.

Finally Columbia determined upon a bold move. There was no changing of Hoover's time. And Ramsay could hardly refuse to give way to the President of the United States in an American program. So they radioed a request to London. And when the American audience heard MacDonald the day President Hoover spoke, it was a repetition of his speech half an hour later especially for Columbia.

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APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

Sept. 26 - WLBC, Donald A. Burton, Muncie, Indiana, C.P. to move transmitter locally; KGGM, New Mexico Broadcasting Co., Albuquerque, N. M., C.P. to change transmitter to different part of same building and changes in equipment; KUJ, KUJ, Inc., Walla Walla, Wash., modification of license to change hours of operation from daytime to unlimited.

The following applications were returned to the applicants: Joseph De Palma, Jeannette, Pa., C.P. for new station on 590 kcs. (violation Rule 120); WPG, WPG Broadcasting Corp., Atlantic City, N. J., modification of license for additional specified hours of operation (Rule 43 - violation Rule 6); Carrington Bros., Eagle Pass, Texas, C.P. for new station on 1210 kc.s (Violation Rule 6); America's Wage Earners Protective Conference, C.P. for new station on 1100 kcs. (Violation Rule 6).

Applications Other Than Broadcasting

WIEG, Knickerbocker Broadcasting Co., portable, license covering C.P. for 2342 kc., 1 w., broadcast pick-up service; W9XAL, First National Television Corp., Kansas City, Mo., license covering C.P. for 2200-2300 kc., 500 w., visual broadcasting station; W10XAF, Larry L. Smith, portable in State of Kentucky, renewal of general experimental license for 2398 kc., 5 w.; W1XF, Chas. Newton Kraus, on police car, E. Providence, R. I., license covering C.P. for 60000-400000 kc., 4 w., general experimental station; KGPA, Seattle Police & Fire Department, Seattle, Wash., C.P. to install new equipment, 2414 kc., 250 w., municipal police station; WHG, Aeronautical Radio, Inc., Columbus, Ohio, C.P. for change in location of transmitter to TWA Hangar, Municipal Airport, aeronautical station. There were also received 264 applications for amateur licenses.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted
(Sept. 27, 1932)

WMIL, Arthur Faske, Brooklyn, N. Y., authority to install automatic frequency control; KOCW, Okla. College for Women, Chickasha, Okla., authority to remain silent pending action on application being submitted to install new equipment; WLVA, Lynchburg Broadcasting Corp., Lynchburg, Va., authority to operate simultaneously with Station WBTM at Danville, Va., every P.M. during World Series; WBTM, Piedmont Broadcasting Corp., Danville, Va. authority to operate simultaneously with WLVA at Lynchburg, every P.M. during World Series; WHBD, F. P. Moler, Mt. Orab, Ohio, authority to remain silent for period of 45 days pending filing of application for voluntary assignment of license to the Southern Ohio

Broadcasting Corp. and arrangement of the estate of Clarence J. Hayes, deceased; WGCM, Lake Superior Broadcasting Co., Inc., Marquette, Mich., authority to resume operation October 1st, and to reduce hours of operation temporarily; WESG, W. Neal Parker & Herbert H. Metcalfe, Glens Falls, N. Y., 60 day extension of special authority to suspend operation, which expired Sept. 15th; KGU, Marion A. Mulrony & Advertiser Publishing Co., Ltd., Honolulu, T.H., authority to operate 2½ hours additional on nights of Oct. 1 and November 8 in order to broadcast election returns; KUMA, Albert H. Schermann, Yuma, Ariz., special authorization to operate from 9 P.M. to 12 midnight, MST, Nov. 1 and 8th; WACM, Aroostook Broadcasting Corp., Presque Isle, Maine, special authorization to operate from 2 to 3 P.M., EST, Sept. 28, and subsequent days on which World Series are played; also to operate from 7 P.M. to 12 midnight, November 8th; WNAD, University of Okla., Norma, Okla., authority to operate from 1:45 to 5 P.M., CST, Oct. 22, Nov. 5 and Nov. 19, probided Station KGGF remains silent; KGCX, First State Bank of Vida, Wolf Point, Mont., special authority to operate from 11:30 A.M. to 12 noon, MST, Sept. 28, 29 and 30, 1932.

Also, W1XAK, Westinghouse Electric & Manufacturing Co., Chicopee Falls, Mass., modification of general experimental licenses for additional frequencies of 23100, 25700, 26000, 27100, 34600, 41000, 60000-400000 and above; Press Wireless, Inc.: WJP, Hicksville, N. Y., modification of license for additional frequency of 11640 kc. at Hicksville until Dec. 1 under same conditions as now govern its use at KDG; KDG, modification of license for additional frequencies 19470 kc., for use until Dec. 1, 1932; KHKQJ, Pan American Airways, Inc., NC-664-M, aviation license, frequencies: 333 kc., international air calling frequency to be used only beyond limits of U.S., 500 kc., international calling and distress frequency, 1708 kc., direction-finding; 2870, 3082.5, 5692.5, 8220, 12330, 16440 kc., unlimited, 5405 day only, 12 watts; W9XI, Chicago Federation of Labor, portable and mobile, general experimental license 60000-100000 kc., 30 watts; W6XAP, Airfan Radio Corp., Ltd., Portable - San Diego, Cal., general experimental license, 60000-400000 kc., 6 watts; W9XL, American Radio News Corp., Tinley, Park, Ill., ren. of special experimental license, frequencies 7625, 7640, 9230, 9390, 10090 kc., 500 watts.

Also, KIET, Mackay Radio & Telegraph Co., Portable - for use on San Francisco Bay & Los Angeles Harbor, renewal of license to Oct. 1, 1933 (radio compass calibration) 375 kc., 500 watts; Harvard Seismograph Station, Geological Museum, portable, extension of time to complete 4 geophysical stations; Pan American Airways; 7 Planes - NC-153-H, 154-H, 174-H, 539-V, 9153, 9190, 9193, 490-H, 9745, 155-H, 780-E, 90 day authority to operate radio equipment in 11 aircraft, seven of which have formerly been licensed; Alexander Blair: W4PGB, Portable in Florida, portable amateur license for emergency purposes in case of disastrous storm in southern areas of Florida; W4LS, Red Hill, Fla., amateur station license.

Renewal Of Licenses

The following stations were granted renewal of broadcast licenses for the regular period: WOAX, Trenton, N. J., WODA, Paterson, N. J.; WWVA, West Va. Broadcasting Corp., Wheeling, W. Va. renewal of license for auxiliary, on a temporary basis subject to such action as the Commission may take on licensee's pending application for renewal; KFWI, Radio Entertainments, Ltd., and KVOA, Robert M. Riculfi, Tucson, Ariz., temporary renewal of license, and designated application for hearing.

Ratification Of Acts Of Commissioners

WFDA, Mackay Radio & Telg. Co., aboard "SS Lansing", granted 60 day authority to operate station aboard "SS Lansing", pending receipt of formal application; KFZS, Radiomarine Corp. of America, New York, 60 day authority to operate transmitter aboard Motor Yacht "Mascotte", 200 watts, frequency range 313 to 500 kc., pending receipt of formal application; WKEB, Radiomarine Corp. of America, aboard vessel "Seatrain New York", granted temporary authority (60 day) to operate aboard vessel "Seatrain New York", frequency range 313 kc., to 500 kc., 200 watts, and 17100 to 8200 kc., 100 watts; KOLL, Mackay Radio & Telegraph Co., New Orleans, granted temporary authority to operate aboard vessel "Devalle Ex Claverack" pending receipt of license; WHAS, Courier-Journal Co., and The Louisville Times Co., Louisville, Ky., granted 10 day extension to test equipment; WIBX, WIBX, Inc., Utica, N. Y., denied request to use 950 kc., with 250 watts both day and night from Sept. 24 to Nov. 10 inclusive; KMBC, Midland Broadcasting Co. Kansas City, Mo., authority heretofore granted to move transmitter from Independence, Mo. to Kansas City, Kans., suspended, and application set for hearing, because of protest filed by WIBW, Topeka, Kans.; KGW, Oregonian Publishing Co., Portland, Ore., denied request to direct Station KTAR to operate 2 weeks from Sept. 25 from 12 midnight to 3 A.M.

Miscellaneous

WWAE, Hammond-Calumet Broadcasting Corp., Hammond, Ind., denied authority to operate simultaneously from 7 to 9 P. M. CST, each night during political campaign; KFBI, Farmers& Bankers Life Insurance Co., Abilene, Kans., application for additional time, heretofore set for hearing, was withdrawn at request of applicant without prejudice.

Set For Hearing

KTHS, Hot Springs Chamber of Commerce, Hot Springs Nat Park, Ark., requests special authority to change frequency from 1040 to 970 kc., during daytime only, and to operate a maximum of 8 hours during that period from 6 A.M. CST, to local sunset on experimental basis, share with KRLD at night; KRLD, KRLD Radio Corp, Dallas, Tex., requests special authority to increase hours of operation experimentally, from sharing with KTHS to unlimited daytime, and sharing with KTHS at night.

217 new, 42 renewals and 35 modifications granted - amateurs.

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HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING WASHINGTON, D. C.

ISSUED TWICE A WEEK AND CONTAINING THE LATEST INFORMATION REGARDING THE RULINGS OF THE FEDERAL RADIO COMMISSION, RADIO LEGISLATION, DEPARTMENT OF COMMERCE REGULATIONS, CHANGES IN WAVELENGTH, CALL LETTERS AND POWER, PATENTS, EXPORTS, FEDERAL TRADE COMMISSION RULINGS AND OTHER MATTERS OF INTEREST TO BROADCASTERS AND MANUFACTURERS. :: :: **CONFIDENTIAL—NOT FOR PUBLICATION.** :: ::

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No. 566

FLEXIBLE BROADCASTING RECORD INTERESTS COMMISSION OFFICIALS

A demonstration of a flexible record, which may be used for broadcasting in electrical transcription, proved of considerable interest to Harold A. Lafount, Federal Radio Commissioner, and Z. Ford Greaves, Acting Chief Engineer of the Commission.

It appeared to the casual observer that these records were about the same as an ordinary phonograph disc except that they were made of a material resembling celluloid, were highly flexible, therefore apparently unbreakable, and weighed slightly more than a sheet of letter paper.

The records demonstrated were of the 8 and 10 inch variety. Programs were reproduced which were taken from the air in the presence of the Federal Radio officials.

It was explained that one of the uses which the Commission might put to these records, said to be produced for an insignificant sum of money, was the recording of programs upon which the Commission had received complaints. They could then ascertain the exact character of what a station was broadcasting. This would be valuable in such cases as Rev. Shuler or Dr. Brinkley, who were banished from the air when the question arose as to exactly what they said.

Another use which the maker of these flexible records points out, was that they could be pressed into service by advertisers and advertising agencies. Records of the actual program could then be filed away for future reference. It was shown that where advertisers spent large sums of money, there were frequently serious questions arising afterwards as to whether or not the continuity had been followed correctly, and oftimes the controversy hinged about perhaps the inflection of a voice as well as the exact words.

Another possible use brought to the attention of the Federal Radio observers was that these records could be used for educational broadcasts. At the moment educators are asking for five per cent of all the broadcasting time and the question has frequently arisen what they would do with it if they got it.

It was argued by the manufacturers that not only could these educational programs be made on the records, but that they could be broadcast at convenient periods fitting into the schedules of the schools locally. Educational material, it was said, is now very scarce and when a station desires to put on an educational program, it finds that those who are available for this class of work, such as professors and others, do not always find it convenient to come to a studio at a stated time.

Special application of the record, it was set forth, would be the use of the flexible reproduction for radio auditions. The case was cited recently where an expensive audition was to have been held but in the last minute the prospective sponsor found that he could not get to the studio that afternoon. It could not be held the next day because several of the performers had other engagements and one of them had long before made plans to go on a vacation.

The situation was solved by making a record of the audition which the sponsor heard the next day. He was so well satisifed with the result that a week later rehearsals were started for the production. It was predicted that in the future, instead of taking the time required for a sponsor to go to the studio, a record of the proposed broadcast would be made and sent to him for his approval.

A record, radio officials were told, could also be used by radio artists in perfecting their work. It was said that radio artists sometimes attain popularity so quickly that under the effort and strain of getting up so many programs, there were frequently periods when they would not have an opportunity to do so, and this method gave them an ideal way of listening to themselves or preserving a catalogue of their broadcasts.

Rachmaninoff, the world-famous composer and pianist, once remarked that the most important thing to him in making phonograph records was that it enabled the artist to satisfy himself.

"If one, twice or three times I do not play as well as I can, it is possible to record and record, to destroy and remake until at last I am content with the result.

"Can the radio artist, who has no opportunity to hear how his performances come through, ever know a similar satisfaction in his work?"

The manufacturers of the flexible record declare that their method is an affirmative answer to this question.

The demonstration was made before the Federal Radio officials by the Flexible Record Corporation, of 18 East 48th Street, New York City.

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INTERNATIONAL RADIO CONFERENCE MAY LAST TWO MONTHS

Judge Eugene O. Sykes, Federal Radio Commissioner sent by President Hoover as head of the American delegation to the International Radio-telegraph Congress at Madrid, is apparently giving a good account of himself.

"His firmness and thorough understanding of the situation has given Judge Sykes a commanding position in the Congress", Theodore A. Ediger, Madrid correspondent of the Chicago Tribune, writes in the Paris edition of that paper. "So ticklish is the problem of allocating radio frequencies to meet modern requirements throughout the world that many of the delegates frankly see no way out of the impasse."

The Congress has some 3500 questions before it but in the first two weeks only 16 were decided, and these such minor matters as the definition of radio-telegraphy and the purpose of the Congress. Many of the European countries have no apparent interest in buckling down to business. So serious is the deadlock reported to be that unless the voting question is decided upon soon, a unanimous vote will be necessary to reach any decision, and this is considered virtually impossible on any of the important issues. It is said there is no visible way of terminating the Congress within two months.

The United States so far has not said much at the meetings, preferring to let Europe scrap things out first. The scraps, between European delegates principally, have been heated. Many of the smaller countries appear to be interested only in keeping their own stations, which in many cases are clearly outside of treaty limits.

Another problem arises with respect to Russia, which was not present at the 1927 convention in Washington, and has since then, principally through American engineers, established a network of great radio stations without any apparent regard to limitations agreed to at Washington. Whether Russia will sign the forthcoming treaty at the close of the present Congress is a matter of conjecture.

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Station KOIN, Columbia outlet in Portland, Ore., has announced the purchase of Station KALE of the same city

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SUE MUSIC CONCERN, ASKING $1,125,000

A suit charging violation of the anti-trust laws and asking $1,125,000 damages was begun in United States District Court Saturday in New York against the recently organized Music Dealers' Service, Inc., and two dozen leading sheet music publishers. The suit was brought by the Richmond-Mayer Music Corporation of New York and Richmond-Mayer of Chicago, Ltd., and charges a conspiracy to destroy the business of the plaintiffs as music jobbers.

The defendant, who, according to the complaint, control 70 per cent of the business of publishing and distributing sheet music in the United States, include Irving Berlin, Inc., Leo Feist, Inc.; M. Witmark, Inc.; De Sylva Brown & Henderson, Inc.; Remick Music Corporation, and Harms, Inc.

The Music Dealers' Service, which started operations on September 6th at 619 West 54th Street, is managed. owned and controlled by the other defendants, the suit declares. The plaintiff, one of the largest music jobbers, has headquarters at 119 Fifth Avenue and at 57 East Jackson Boulevard, Chicago.

The actual damages asked include $300,000 for the New York Richmond-Mayer Corporation, and $75,000 for the Chicago Company, but triple damages are sought under the provisions of the Sherman anti-trust act and Clayton Act.

The plaintiffs charge that prior to the organization of the Music Dealers' Service, "the defendants entered into a combination and conspiracy for the purpose and with the intent of wrongfully and unlawfully dominating and controlling the sheet-music industry in the United States and wrongfully and unlawfully destroying the lawful trade and commerce of the plaintiff in the several States of the United States and driving the said plaintiff herein out of business and eliminating the plaintiff as a competitor."

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ENGLISH PORTABLE RINGS A BELL

Success already attained in England with a "pocket portable" radio set, O. H. Caldwell, former Radio Commissioner, observes, indicates that an interesting market might be opened up on this side of the water for a tiny set weighing a pound or so, and capable of giving "one man service."

The British set was designed for police use, and measures 6-1/2 in. by 4-3/4 in. by 2 in. It weighs 1 lb. 14 oz., three-quarters of which is batteries. A novel factor is a call bell to attrace the attention of the police wearer. The antenna is worn in the back of the coat. Although originally constructed for use on 150 meters, these little miniature sets have been successfully employed in the broadcasting band.

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BRITISH EXPERT HERE

Captain Peter P. Eckersley, former Chief Engineer of the British Broadcasting Corporation, who has just completed an extensive radio survey for the Australian Government, is inspecting American radio facilities as a guest of the National Broadcasting Company.

John W. Elwood, NBC Vice-President; O. B. Hanson, Manager of Technical Operation and Engineering; and Charles W. Horn, General Engineer, are escorting the British visitor through the NBC New York studios and the RCA Communications plants at Riverhead and Rocky Point, L. I.

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NEW RCA PORTABLE TRANSMITTER AND RECEIVER

From the laboratories of the RCA Victor Company, at Camden, comes word of the development of a tiny two-way radio telephone and telegraph receiver and transmitter, in one unit, for emergency and mobile communications over short distances.

The new RCA Victor Transceivers, as they have been named, will find a ready use in the police work of large cities where mobility and adaptability are especially important. They can easily be placed in police emergency wagons for use in handling large crowds or answering riot calls. By this new means, police reconnoitering a disorderly mob, or a building harboring desperate criminals, could maintain continuous contact with a central base of operations from which instructions can be issued to meet changing conditions.

In fire fighting, the new Transceivers are especially useful for communication between firemen in the interior of a burning structure and the officers directing operations outside. It is often necessary to send firemen into a burning building to warn their comrades to leave when the walls show dangerous signs of crumbling. Because of their negligible weight (22 pounds) and size, the Transceivers can easily be strapped to a man's back without hampering his movements.

The new units may be called on to play another interesting role in the subway transportation systems. In subway disasters, similar to the kind that have occurred in the last few years, it is imperative that workers in the tunnels be in communication with surface rescuing parties. In the past, it has been necessary to run long telephone wires through the streets and drop them into the tunnel, with a great loss of valuable time. The Transceivers would be a solution to this problem.

Recently, the New Jersey Forestry Service acquired a number of the new Transceivers as of invaluable aid in spotting and reporting forest fires. Very instructive tests have also been made with communication between the front and rear of long freight trains It was found that substantial savings in time can be effected by the little Transceivers in this way. The U. S. Army too, has shown great interest in the RCA Victor Transceivers and has made numerous successful experiments with them in Army manoeuvers. Transceivers have even been placed in saddle bags, with a cavalry officer holding the antenna like the long lance of the crusaders.

The operation of the Transceivers is simple. The changeovers from "transmit", "receive" and "telegraph" positions are accomplished with a single changeover key switch. The circuit of the Transceivers is of the super regenerative type which has been found to be most efficient below 10 meters. The tubes, which include three RCA-230s and an RCA-231, have interchangeable functions in the circuit. In the transmit position, two RCA-230s act as oscillators in a push-pull circuit with an RCA-231 as modulator and an RCA-230 as audio amplifier. In the receive position, the two-230 tubes act as oscillating super regenerative detectors and the other -230 tubes act as the first audio amplifier, with the -231 as an output amplifier. For code transmission, the -230 speech amplifier oscillates at an audio frequency of approximately 1000 cycles which is keyed with a telegraph key.

The antenna is usually of the di-pole type, each section being approximately 1/4 wavelength long, which for five meter transmission is about 40 inches. For plane, auto and other mobile use, it may be desirable to utilize a zeppelin antenna with a transmission line. The units have a range up to three miles, depending on the nature of the surrounding terrain, although it is possible to increase this range by raising the transmitter to a greater height about the ground.

The extremely low wavelength and low power of the transmitter insure against any interference with existing radio services, all of which, with the exception of experimental television broadcasting, operate at higher wavelengths and much greater power.

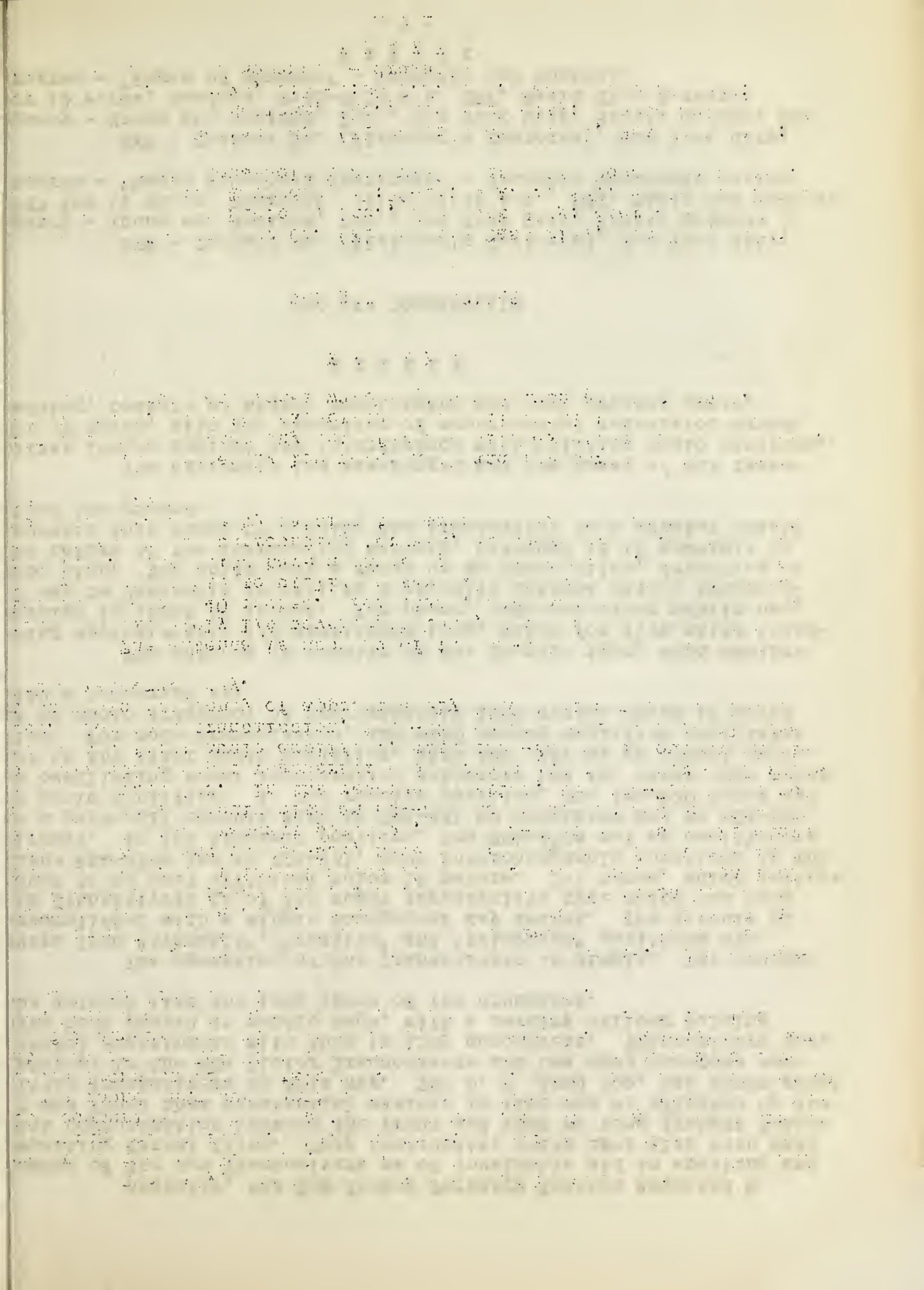
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NBC NEW COMMERCIALS

NEW - Centaur Co. (Fletcher's Castoria), New York City; Agency - Young and Rubicam, Inc., New York City; Starts October 6, 1932 for 13 weeks, Thursday, 11:30-11:45 A.M., EST, Basic Red Network. Program - "Radio Household Institute" - dramatic household sketch.

NEW - Centaur Co. (Fletcher's Castoria), New York City; Agency - Young and Rubicam, Inc., New York City; Starts October 2nd for 13 weeks, Sundays, 5:30-6:00 P.M. EST, Basic Blue Network; Program - "Pages of Romance" - dramatic and musical.

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LONGER LICENSE PERIODS FAVORED

Commissioner Lafount has recommended to the Legal Division of the Federal Radio Commission that the terms of licenses issued by the Commission be extended as follows: Broadcasting, from six months to one year; commercial, from one year to two years; amateur, from one year to three years.

"I believe the time is at hand when we should give stability to broadcasting by issuing licenses for at least one year ", Mr. Lafount said. "It would have a very salutary effect upon the entire radio industry. This action would bring about a commensurate reduction in the routine functions of the Commission's staff.

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MAJESTIC OFFERS NEW FORD AUTO RADIO

A new and especially designed auto radio for the Ford has been designed and built by Grigsby-Grunow Company.

"With one exception, it will be the first time that Ford has put the stamp of approval on an accessory permitting the name of the manufacturer to appear in the advertising and on the product", the Majestic announcement states.

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MADRID CONFERENCE AT VOTING IMPASSE

The end of the fifth week of its sessions finds the International Radio Conference still ready to vote but it does not know how. Great Britain, France and Holland persist in demanding a vote for each of their colonies while the United States and other nations are standing firm for one vote per nation.

With the delegates of the 125 nations represented, unable to settle any of the problems of the conference, in an apparently insoluble difficulty, the Polish delegation, amid laughter, remarked:

"We will accept any solution so long as it obtains a unanimous vote of the nations."

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NEW MICROPHONES TO BE USED IN METROPOLITAN BROADCASTS

Metropolitan Opera will be brought to the radio audience this year with greater fidelity than ever before through the new velocity or "ribbon" microphones which the National Broadcasting Company will install in the Opera House.

These new microphones were recently perfected by the RCA-Victor Company and are far ahead of the present standard microphones in fidelity of sound reproduction.

Velocity microphones eventually will become standard equipment for NBC broadcasts, O. B. Hanson, NBC Manager of Technical Operation, believes, but they cannot be put into all studios immediately because they require an entirely new production and control technique, which in turn will require many weeks of experimental work.

Unlike existing types, the velocity microphone utilizes a sensitive ribbon, of duralumin, instead of diaphragm, the engineer said. This ribbon, two ten thousandths of an inch thick, vibrates exactly with the minute variations of the air particles set in motion by the sound waves.

Studio sound effects, for instance, will have to be completely revised when the new microphones become standard equipment, Mr. Hanson said. Whereas the rattling of a bunch of keys sounds like tin cans bouncing on a rocky road through the old "mikes", with a velocity microphone, it will sound like the rattling of a bunch of keys.

Another important feature of the velocity microphone is that it is "two-faced", thus picking up artists from either side of the "mike" with equal facility.

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CBS NEW AND RENEWED CONTRACTS

Canada Dry Ginger Ale, Inc.; Agency: N. W. Ayer & Son, Inc.; Program - Musical with master of ceremonies, Sunday, 10:00-10:30 P.M., Thursday, 8:15-45 P.M., Basic - Montreal, Toronto, Minneapolis, Atlantic City.

Corn Products Refining Co. (Linit); Agency - E. W. Hellwig Co.; Program - "Fred Allen's Bath Club Revue", Sunday, 9:00-9:30 P.M.; Basic, Don Lee, 26 supplementary stations.

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APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

Sept. 28 - Herman Radner, Lansing, Mich., C.P. for new station to use 880 kc., 100 w., unlimited hours; Joseph DePalma, Jeanette, Pa., C.P. for new station resubmitted to request 590 kc., 250 w. daytime hours and changes in equipment; WSAJ, Grove City College, Grove City, Pa., license to cover C.P. issued July 1, 1932, new transmitter and local change of location; KCMC, North Mississippi Broadcasting Corp., Texarkana, Ark., install automatic frequency control; WTRC, The Trust Publishing Co., Inc., Elkhart, Ind., C.P. to make changes in equipment and increase operating power from 50 to 100 w.; KECA, Earle C. Anthony, Inc., Los Angeles, Calif., modification of license to change frequency from 1430 to 780 kc., requests facilities of KTM, Los Angeles, Calif., and KELW, Burbank, Calif.; KSEI, Radio Service Corp., Pocatello, Idaho, license to cover C.P. issued March 8, 1932, for change in equipment, frequency and power.

Applications Other Than Broadcasting

Pioneer Mercantile Company, Bakersfield, Calif., new C.P. for 1550 kc., 500 w., sound track in connection with visual broadcasting; Charles Shannon Breeding, Glendale, Calif., new C.P. for 278 kc., 15 w., airport station; Northern Radio Co., Seattle, Wash. new C.P. for all experimental frequencies, power up to 1000 watts; also, portable in State of Washington, new C.P. for all experimental frequencies, power up to 1000 w. There were also received 9 applications for renewal of licenses from Federal-State Marketing Service (point-to-point telegraph licenses), two from American Telephone & Telegraph Co. (Point-to-point telephone licenses), and 79 applications for amateur station licenses.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted
(Sept. 29, 1932)

WAGM, Aroostook Broadcasting Corp., Presque Isle, Maine, modification of license to change specified hours of operation to as follows: 10 A.M. to 1 P.M., 4:30 to 9 P.M.; WJBY, Gadsden Broadcasting Co., Inc., Gadsden, Ala., extension to Dec. 1st of special authority for station to remain silent; KSOO, Sioux Falls, Broadcast Association, Inc., Sioux Falls, S. Dak., authority to operate simultaneously with WRVA, Richmond, Va. on 1110 kc. with 2500 w. specified hours in order to broadcast speeches by Governor Olson by remote control from Station KSTP, St. Paul, Minn., 200 miles distant; KFYR, Meyer Broadcasting Co., Bismarck, N. Dak., special authorization to operate from 1:15 to 2 P.M., CST, Oct. 1 and 3, provided Station KFDY, remains silent; WHA, University of Wisconsin, Madison, Wis., renewal of license for the regular period; WISN, American

Radio News Corp., Milwaukee, Wis., renewal of license for the regular period; KWSC, State College of Washington, Pullman, Wash., renewal of license for the regular period.

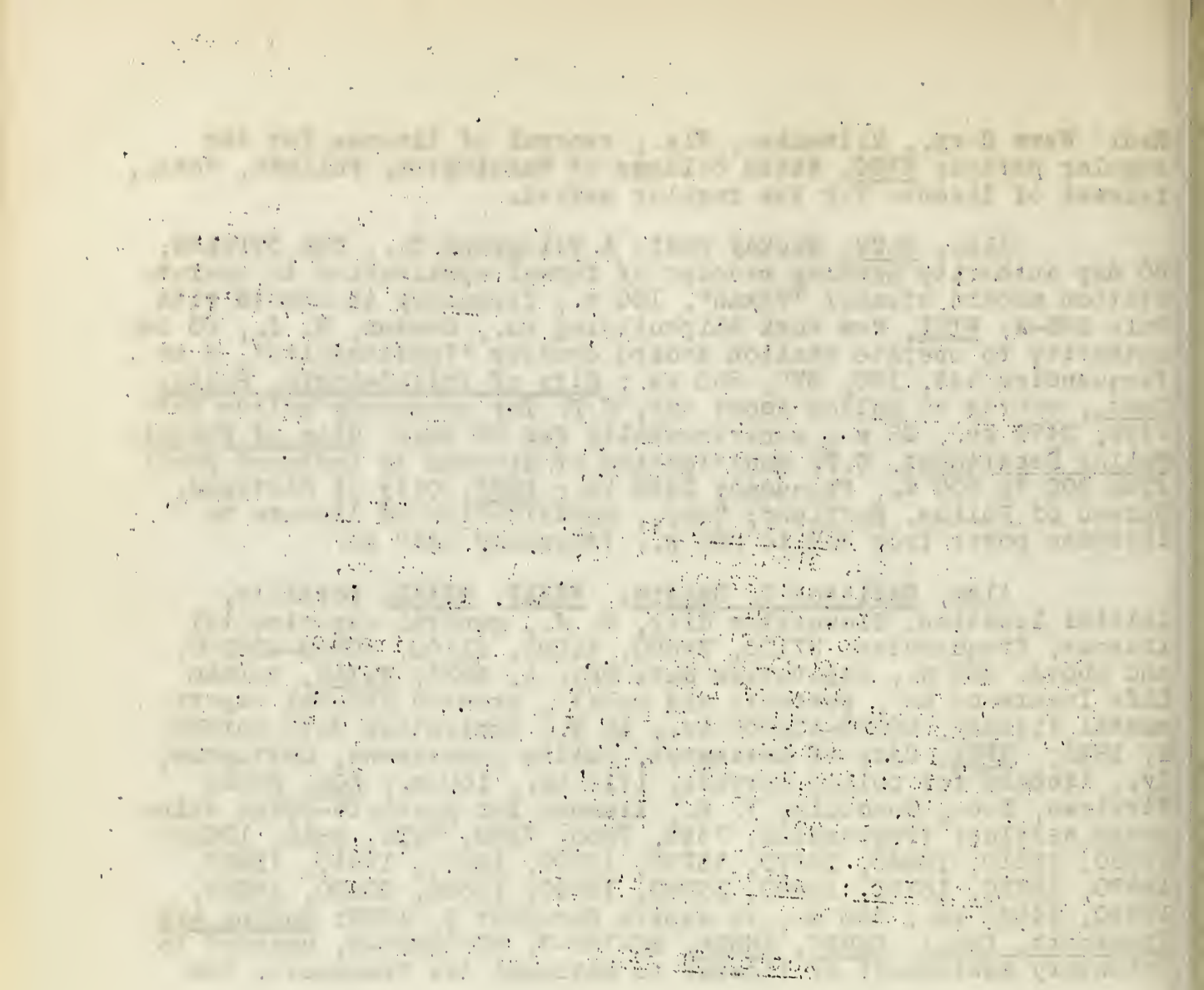
Also, WLCM, Mackay Radio & Telegraph Co., New Orleans, 60 day authority pending receipt of formal application to operate station aboard steamer "Texan", 100 w., frequency in accord with Rule 285-A; WTDI, New York Shipbuilding Co., Camden, N. J., 60 day authority to operate station aboard cruiser "Indianapolis", 2 kw., frequencies 145, 160, 375, 500 kc.; City of Philadelphia, Police Dept., mobile on police scout car, C.P. for emergency police service, 2470 kc., 25 w., experimentally for 90 days; City of Phoenix Police Department, C.P. modification of license to increase power from 300 to 500 w., frequency 2442 kc.; KGPP, City of Portland, Bureau of Police, Portland, Oreg., modification of license to increase power from 300 to 500 w., frequency 2442 kc.

Also, Carleton D. Haigis: W3XAF, W3XAE, portable, initial location, Gloucester City, N. J., general experimental license, frequencies: 27100, 34600, 41000, 51400, 60000-400000, and above, 250 w., expiration date Oct. 1, 1933; W4XAD, Durham Life Insurance Co., portable and mobile, granted general experimental license, 60000-400000 kc., 15 w., expiration date October 1, 1933; WPET, City of Lexington, Police Department, Lexington, Ky., license for police service, 1712 kc., 100 w.; KOS, Press Wireless, Inc., Honolulu, T. H., license for point-to-point telegraph service: frequencies, 7340, 7355, 7820, 7850, 8810, 10010, 15580, 15610, 15640, 15670, 15730, 15700, 15850, 15610, 15640, 15670, 15730, 15700, 15850, 15880, 15910, 18560, 20800, 16255, 17440, 14635 kc., 750 w., to expire December 1, 1932; Boeing Air Transport, Inc.: KHBXC, KHBZA, NC-725-W, NC-10225-M, consent to voluntary assignment of license to National Air Transport, Inc.

Action On Examiners' Reports

Hugh J. Powell and Stanley Platz, doing business as Powell & Platz, South Coffeyville, Okla., case reconsidered, withdrawn from docket and applicant granted permission to move station from South Coffeyville, Okla. to Coffeyville, Kans., and to increase power from 500 w. to 1 kw day, 500 w. night, sustaining Examiner E. W. Pratt; Iowa Broadcasting Co., Clarinda, Iowa, granted C.P. to move station to Des Moines, using same facilities, i.e., 1370 kc. 250 w. day, 100 w. night, unlimited time, sustaining Chief Examiner Ellis A. Yost; Edmund G. Hilger, Little Rock, Ark., denied C.P. for new station to use 890 kc., 250 w., unlimited time, sustaining Examiner R. H. Hyde; Arkansas Radio & Equipment Co., Little Rock, Ark., granted renewal of license on 890 kc., with 250 w., unlimited time, sustaining Examiner Hyde. Denied C.P. to install new equipment and to increase day power from 250 to 500 w., reversing Examiner Hyde.

Also, Pennsylvania State College, State College, Pa., denied renewal of license to operate on 1230 kc., 500 w., specified hours, sustaining Examiner R. H. Hyde; applicants failed to appear at hearing; Peter Goelet, Chester Township, N. Y., granted C.P. for new station to operate on 1210 kc., 50 w., specified hours,



total 8 hours per week, sustaining Chief Examiner Ellis A. Yost; WMRJ, Peter J. Prinz, Jamaica, N. Y., denied renewal of license to continue operating on 1210 kc., 100 w., sharing with WJBB, WJBI, and WFAS, sustaining Examiner Yost.

Miscellaneous

KTW, First Presbyterian Church of Seattle, Wash., granted temporary license for 30 days, pending investigation; WCAD, St. Lawrence University, Canton, N. Y., granted temporary license for 30 days; KDG, Press Wireless, Inc., Chicago, Ill., application for modification of license requesting additional frequency of 19340 kc was dismissed at request of applicant.

The following stations were given until October 31, 1932, to install new monitoring equipment to comply with Rule 145: KCRJ, Enid, Okla.; KFBL, Everett, Wash.; KGCR, Watertown, S. Dak.; KGEK Yuma, Colo.; KGFX, Pierre, S. Dak.; KGVO, Missoula, Mont.; KMA, Shenandoah, Iowa; KSEI, Pocatello, Idaho; KTFI, Twin Falls, Idaho; KUMA, Yuma, Ariz.; KWKC, Kansas City, Mo.; KXL, Portland, Oreg. KXO, El Centro, Calif.; WBMS, Hackensack, N. J.; WBTM, Danville, Va.; WCBD, Zion, Ill.; WCBS, Springfield, Ill.; WHDL, Tupper Lake, N.Y.; WKBH, La Crosse, Wis.; WRAK, Williamsport, Pa.; WAWZ, Zarephath, N. J.; KPOF, Denver, Colo.; WWRL, Woodside, N. Y.; KFEL, Denver, Colo.; KGEZ, Kalispell, Mont.; KGNF, North Platte, Nebr.; WCAX, Burlington, Vt.; WERE, Erie, Pa.; WFAS, Yonkers, N. Y.; WHBC, Canton, Ohio; WOCL, Jamestown, N. Y.; WORK, York, Pa.; KFJM Grand Forks, N. Dak., KSTP, St. Paul, Minn., and WCAL, Northfield, Minn.

The Commission announced that the following frequency monitors have been tested and approved up to date for use of broadcast stations for the purpose of complying with Rule 145:

DeForest Radio Co., ABM-106 Model A.; General Radio Co., Oscillator Type 575-D; Deviation Meter Type, 581-A; Quartz Plate, Type 376-J; Western Electric Co., 1-A; Oscillator 700-A modified; RCA Victor Company, EX-4180; Doolittle & Falknor, FD-1; Bremer Broadcasting Corp., A; International Broadcasting Equipment Co., Type 60; Piezo Electric Laboratories, PM-125-A; Pillar of Fire, A.

In approving the monitors the Commission expects that this auxiliary equipment will be used by all broadcast licensees and will not accept as satisfactory explanations of any frequency deviation which occur simply on the basis that it was not indicated by the monitor.

Amateur Licenses

The Commission also granted licenses for 386 amateur stations, of which 60 were new, 267 renewals, and 59 modifications.

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HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING WASHINGTON, D. C.

ISSUED TWICE A WEEK AND CONTAINING THE LATEST INFORMATION REGARDING THE RULINGS OF THE FEDERAL RADIO COMMISSION, RADIO LEGISLATION, DEPARTMENT OF COMMERCE REGULATIONS, CHANGES IN WAVELENGTH, CALL LETTERS AND POWER, PATENTS, EXPORTS, FEDERAL TRADE COMMISSION RULINGS AND OTHER MATTERS OF INTEREST TO BROADCASTERS AND MANUFACTURERS. :: :: CONFIDENTIAL—NOT FOR PUBLICATION. :: ::

National Broadcasting Company, Inc
GENERAL LIBRARY
711 Fifth Avenue, New York, N. Y.

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RECEIVED
OCT 7 1932

No. 567

SUBSCRIPTION PRICE, $10. PER MONTH. NO CONTRACT REQUIRED.

STATIONS WALK POLITICAL CAMPAIGN TIGHTROPE

One big bugaboo for all time has been dispelled by this Presidential campaign. It is that the radio broadcasting facilities of the country may be used to the disadvantage of one or another of the great political parties. It is about time for some candidate to rise up here or there in his wrath to say he has been discriminated against in his broadcast, but the fact is thus far the Federal Radio Commission has received few complaints, charging political discrimination. This is somewhat remarkable with 500 to 600 broadcasting stations in the thick of the fray.

It is in sharp contrast with the dire predictions made in the early days of radio and the precautious legislator's task to protect themselves from its evils. At that time even Secretary of Commerce Herbert Hoover, then in charge of radio, was looked upon with suspicion by them. If anybody was going to reap the advantages of radio, they wanted to be in on it.

The first real interest the solons on Capitol Hill took in the framing of a national radio act was when one of the Senators reported that a political speech of his was censored by the station in one of his key cities before he was allowed to deliver it.

Other such cases were reported and it was this which inspired the framers of the Radio Act to insert the joker that station owners shall have no power of censorship in the matter of speeches broadcast by legally qualified candidates. This combined with the proviso that if a station permit one candidate to use its facilities, he must afford all other candidates equal opportunities, the framers of the Act believed afforded the necessary safeguards to free speech. Even so, only last year, Representative Celler, of New York, raised quite a rumpus when a New York station, he claimed, tried to delete an objectionable word from a wet speech he wanted to deliver.

About the only other serious protest lodged with the Commission was a year or so ago when an S.O.S. call was given as the excuse for cutting off a speech which was being made against the "radio trust" by Senator James A. Reed, of Missouri. The fiery Democrat immediately charged that the S.O.S. was a fake and that the interruption was caused solely by his radio trust accusations.

It is said that the leanings of the National Broadcasting Company are towards President Hoover and that they are Republicans. A ketch of M. H. Aylesworth, President of NBC in "Who's Who" contains no reference to his politics, but it is well known that Gen. J. G. Harbord, Chairman of the Radio Corporation, of which the NBC is a subsidiary, is an active Republican worker. The politics of David Sarnoff, President of the Radio Corporation, are not disclosed, but he publicly endorsed Lieut. Gov. Herbert Lehman as Democratic candidate for Governor of New York.

W. S. Paley, President of Columbia, on the other hand, is said to be a Democrat. H. A. Bellows and Sam Pickard, Vice-Presidents of Columbia, are both Democrats. Owen D. Young, Chairman of the Board of the NBC, is a Democrat and might have had the Democratic nomination for the Presidency had he so chosen. Yet no charge of political discrimination has been made against either chain.

Instead of showing any favoritism, the chains created considerable consternation in both political parties by announcing that both parties would have to pay for their network broadcasts, including President Hoover, if he spoke in his capacity as a political candidate.

This was also a terrible blow to Congressional and Senatorial candidates because it put the idea into the heads of the smaller stations of the country to go stronger in their efforts to charge for political talks where before many of them had given a certain amount of time free.

It is believed to have been this move which caused Federal Radio Commissioner Harold A. Lafount to issue his message to broadcasters telling them they had "a wonderful opportunity to render a distinct and public service". The Lafount message as freely interpreted by station owners was, "Have a heart and don't soak the political candidates too hard - maybe give them a little free time as a public service just as the newspapers do in publishing speeches without cost".

As the Radio Commission now stands, it is composed of two Republicans and two Democrats, but with Judge E. O. Sykes attending the Madrid conference, the Republicans are in control two to one. Yet the only declaration emanating from the Commission savoring of politics was the Lafount statement which was evidently intended to be as fair to one side as to the other.

The Maine and Wisconsin overturns and the Roosevelt coast trip may bring in unexpected contributions to the campaign war chests but otherwise it looks as if the estimate that each party will spend about $250,000 on radio will hold.

The Republicans are said to be contemplating an expenditure of about $175,000 with the NBC, and $75,000 with Columbia. Thus far it looks pretty slim for the smaller stations.

Electrical transcription disks may be made of some of the principal speeches of President Hoover and Governor Roosevelt but otherwise independent stations will have to depend upon local political candidates for any pay-as-you-enter business.

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FEDERAL RADIO SUIT AGAIN POSTPONED

Owing to the illness of Federal Judge John P. Nields, the suit against the Radio Corporation et al., set for October 10th has been indefinitely postponed.

The original suit was filed May, 1930, and has been pending since.

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HARBORD IN CHARGE OF COOLIDGE RALLY

Gen. James G. Harbord, President of the Radio Corporation of America is in charge of the great Calvin Coolidge Republican rally to be held in Madison Square Garden next Tuesday.

General Harbord said the requests for tickets from every State "have already become so great that an auditorium twice the size of the Garden would be necessary to accommodate all."

Of the former President, Harbord said:

"Mr. Coolidge is the most outstanding citizen in private life to expound to the American public the political and economic issues of the campaign."

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ARGENTINA WANTS WOR PICKUP

Senor Guglielmo Garcia, according to James Cannon, Radio Editor of the New York World-Telegram, came into Radio Row the other day with a scheme to save South America from radio starvation.

The Senor, an agile representative of a syndicate of Argentinian financiers, wants to buy all of WOR's sustaining programs and short wave them South.

It looks as if the deal will slide through and the Senor become radio's first international middleman. A. S. Cormier, Director of Sales at WOR, thinks the idea is swell. The Senor likes the terms and will sign the contract as soon as the bankers okay the financial set-up.

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"OKAY AMERICA" TURNED INTO MOVIE

The much excoriated newspaper gossip columnist and radio announcer attains heroic stature in "Okay America", Hollywood's latest picture.

"Here we have a popular, debonair and enterprising scandal news specialist, as eagerly listened to over the radio as he is read in the newspaper, who saves this great country of ours from the tentacles of the gangster", Editor and Publisher comments. "Does he dig out the evidence and present it to the grand jury in the plodding manner of most newspapermen? No! His manner is much more expeditious. He pulls a gun on the Big Chief himself and shoots the dastard dead. Then he rushes to the microphone. 'Folks, I've got some hot news for you tonight. I've just killed the Big Chief.' A moment later shots ring out in the studio and the columnist, a victim of gangdom's immutable law of retaliation, falls, clasping the mike, and gasping as he expires - 'Okay! America.'

"It is no less a personage than the President of the United States who unwittingly inspires the columnist to his expiating deed of violence. He goes to the President as an ambassador for the Big Chief who has offered to return a kidnapped girl to her parents if the President will guarantee him only the minimum sentence for charges pending against him. The President, of course, refuses to dicker and gives a little lecture on the menace of racketeering. The columnist lies to the Big Chief, gets the girl returned, and then after a frenzied patriotic outburst, kills the gangster chief."

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ATWATER KENT ON YACHTING CRUISE

Mr. and Mrs. A. Atwater Kent, their son, Atwater Kent, Jr. and several other guests, arrived at Newport, R. I. from Bar Harbor on their yacht "Whileaway" last Friday night.

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HEADS REPUBLICAN RADIO LEAGUE

H. Alexander Smith, of Princeton, N. J., a New York lawyer, was appointed Eastern chairman of the Republican Radio League, which is seeking small contributions from supporters of the Hoover-Curtis ticket.

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ANYWAY THEY GOT HIM

The radio world is still talking about the unexpected move of M. H. Aylesworth in placing Richard C. Patterson, Jr., former Commissioner of Corrections of New York City in charge of operating the National Broadcasting Company.

"Everybody who knows Patterson praises him", a New York radio man observes. "He must be a good man, a fine organizer-- and heavens knows the NBC needed a Commissioner of Corrections".

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CONGRESS MAY AIR REMOVAL OF GIBBONS FROM AIR

"A certain interested party is threatening to take up with Congress the matter of Floyd Gibbons' banishment from the air at the American Legion Convention", Paul Mallon writes in the "National Whirligig", published by the McClure Newspaper Syndicate of New York. "The Legion had nothing to do with it. It invited him to be its announcer. Gibbons has correspondence to show that his exclusion closely followed publication of a somewhat bitter story he wrote criticizing the administration. First he received a telegram from the broadcasting company telling him to be careful about editorial comments on the air. Four hours later he received notice from the broadcasting company that he was fired."

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FU MANCHU ALLEE SAME-EE SHERLOCK HOLMES

The Fu Manchu radio presentation is a good production but too much "allee same-ee" Sherlock Holmes, even to one of the latter's principal actors. The Sax Rohmer offering would be a great deal more effective if it were more original.

Also, much would be gained if Dr. Fu Manchu could be presented as the sinister Chinese character he is supposed to be instead of the conventional, hoarse, hissing villain offered for radio consumption.

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NETWORK CRITIC DEFEATED FOR CONGRESS

Rep. Ralph Horr, Republican, of Seattle, Wash., who began his first term in the House two years ago with an attack on alleged broadcasting monopolies, was defeated in the Republican primaries of his state this month by former Rep. John F. Miller, of Seattle. Mr. Horr served as receiver for the Northwest Broadcasting System formed by Adolph Linden, which failed several years ago.

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ERLANDSON, MAJESTIC EXECUTIVE, COVERS 10,000 MILES IN 6 WEEKS

Ray Erlandson, Sales Executive for Majestic radios, has just completed a trip covering distributor and dealer meetings throughout the country by air, rail and auto.

"The policy of our company in bringing out only one line of receivers early in the year has given our dealers ample time to liquidate their inventories and clean up on their repossessions before we introduced our new line", Mr. Erlandson said. "Consequently our dealer organization is in an excellent position right now.

"The $100,000 contest conducted by Majestic dealers and sponsored by Grigsby-Grunow Company is meeting with a success far beyond our expectations. Already 1,700,000 entry blanks are in circulation and nearly a million copies of our tabloid paper, the Radio Herald, have been distributed. This contest, based on finding old radio sets, is not confined to Majestic owners only. In fact, 98% of the prizes to be awarded will be given to owners of competing makes."

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CAPTURED THE HOOVER CHEERS

The Hoover cheers at Des Moines were captured and are available for rebroadcasting, the White House has been informed. The entire Hoover address - nearly 2 hours long - was taken down on one of the new flexible records in New York City.

"The test was a great success", an official of the Flexible Record Corporation reports. "The cheers - in fact the President's whole speech - are so naturally reproduced it sounds as well to the listener as if he was actually sitting in the hall."

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BROADCASTING SPORT NEWS

A "Weekly Sports Review by Radio" is now being broadcast by the San Mateo (Calif.) Times over KJBS, of San Francisco, dealing exclusively with San Mateo County high school and Northern California athletics. Circulation of the Times or advertising sales show no decrease as a result of the broadcast which consists of a series of news bulletins and predictions, according to Horace W. Amphlett, the publisher.

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RADIOPHONE CONVERSATIONS TAXABLE

Radiophone conversations originating in the United States are subject to the graduated tax on telephone messages which the Revenue Act of 1932 imposes, the Bureau of Internal Revenue has ruled in making public an amendment to its regulations on the tax.

The amendment sets forth explicitly the status of various radio communications, stating which tax rates shall be applied to marine radio dispatches, radiophone conversations and overland radiograms. The amendment to the regulations follows in full text:

To Collectors of Internal Revenue and Others Concerned:

Article 3 of Regulations 42 is amended by inserting after the fourth paragraph thereof a new paragraph as follows:

"Radiophone conversations originating in the United States are subject to tax as telephone conversations at the rates imposed under section 701(a) (1) (A). Overland radio dispatches and messages and overland radiograms are taxable as telegraph dispatches and messages at the rate of 5 per centum of the charge therefor, regardless of the amount of the charge. Radiograms in marine service, including service on the Great Lakes and the Gulf of Mexico, are subject to tax as cable and radio dispatches and messages at the rate of 10 cents for each dispatch or message transmitted for which a charge is made."

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CROSLEY CHIEF - 12 TUBE SUPERHET - $139.50

The Crosley Chief, new 12-tube superheterodyne console model radio receiving set, is the most recent addition of the Crosley Radio Corporation to its 1932-33 line, according to the statement of officials of that company announcing that production is now well under way on this model which is expected to be one of the most popular of the higher priced sets included in the new Crosley series. The Crosley Chief will retain for $139.50, complete with tubes and tax paid.

The new Crosley line includes a wide variety of superheterodyne receivers ranging from the 5-tube Vagabond table model at $29.95, to the Chief, at $139.50, and including the extremely popular nine-tube series featuring such recent engineering developments as Class "B" Amplification, Mercury Vapor tube, Automatic Volume Control, Static Control, Meter Tuning, New Heater Type Tubes, and Tuned Image Suppressor Pre-selector.

This series ranges from the 9-tube Mayor, at $55.00 to the deluxe 12-tube Commissioner, at $99.50, and the Ambassador at $119.50.

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ARTISTS OF THE AIR CLUB ORGANIZED

The artists of the Air Club, an organization of male radio entertainers and program conductors, was formally opened recently with a reception at the clubhouse, a six-story brownstone building at 38 East 52nd Street, New York City. Although established primarily for social purposes, the club will serve as a clearing house for the employment of radio entertainers. Stanley Campbell, president, said that the club had 300 members and was seeking about 200 more. Membership is restricted to men who have taken part in a regularly scheduled broadcast.

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APPLICATIONS RECEIVED BY THE RADIO COMMISSION

Oct. 3 - WCGU, United States Broadcasting Corp., Brooklyn, N. Y., license to cover C.P. issued Aug. 2, 1932, for changes in location of transmitter; WHAS, The Courier-Journal Co. and The Louisville Times Co., Louisville, Ky., determine power by direct antenna measurement. License to cover C.P. issued Nov. 17, 1931, for 25 kw. transmitter; KOCW, Oklahoma College for Women, Chickasha, Okla., voluntary assignment of license to J. T. Griffin; WSM, National Life & Accident Insurance Co., Nashville, Tenn., license to cover old WE transmitter as auxiliary at former location; WROL, Stuart Broadcasting Corp., Knoxville, Tenn., modification of C.P. to request change in equipment and extension of completion and commencement dates.

Oct. 4 - WESG, Cornell University, Ithaca, N. Y., modification of license to change location of main studio to Elmira, N. Y.; WJAY, Cleveland Radio Broadcasting Corp., Cleveland, Ohio, modification of license to change frequency, power and hours from 610 kcs., 500 w., daytime, to 590 kcs., 250 w. night, 500 w. day, unlimited hours; WEHC, Emory and Henry College, Emory, Va., C.P. to move transmitter and studio to Charlottesville, Va., amended to give exact location of transmitter, as two miles from business center of Charlottesville, Va.; Lancaster Broadcasting Service, Inc., Lancaster, Pa., C.P. for new station to use 1230 kcs., 500 w. daytime.

Also, WWL, Loyola University, New Orleans, La., license to cover C.P. issued Dec. 4, 1931, change location and increase power; KSO, Iowa Broadcasting Co., Des Moines, Iowa, modification of C.P. issued Sept. 30, 1932, to give exact location of transmitter and studio as 715 Locust St., Des Moines, Iowa, changes in equipment; WHBY, St. Norbert College, Green Bay, Wis., voluntary assignment of license to WHBY, Inc.; KREG, J. S. edwards, Santa Anna, Calif., voluntary assignment of licenses to The Voice of the Orange Empire, Inc., Ltd.; WPRO-WPAW, Cherry and Webb Broadcasting Co., Providence, R. I., C.P. to move transmitter to near Graystone, R.I., change frequency and power from 1210 kcs., 100 w., to 630 kcs., 250 w., amended to request 1260 kcs., instead of 630 kcs. and change in antenna system.

Applications Other Than Broadcasting

Oct. 3 - William G. H. Finch, portable and mobile, New York City, C.P. for 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 23100, 25700, 26000, 27100 kc., 50 w., general experimental station; KGTT, Aeronautical Radio, Inc., Cheyenne, Wyo., C.P. for change in location of transmitter to Municipal Airport, Cheyenne, Wyo., aeronautical station. There were also received 11 applications for renewal of point-to-point telegraph licenses, 2 for renewal of coastal telegraph licenses; 329 application for amateur station licenses.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted
(October 3, 1932)

WABI, First Universalist Society of Bangor, Me., modification of license to change specified hours of operation, on 1200 kc., 100 w.; KRMD, Shreveport, La., license covering local move of station, installation of new equipment and increasing power, 1310 kc., 100 w., specified hours; KFBB, Buttery Broadcast, Inc., Great Falls, Mont., license covering changes in equipment, 1280 kc., 1 kw., night 2½ kw. day, unlimited time; WFOX, Paramount Broadcasting Corp., Brooklyn, N. Y., authority to install automatic frequency control; WNBW, Home Cut Glass & China Co., Carbondale, Pa., consent to voluntary assignment of C.P. and license to WNBW; granted also extension of authority to suspend operation from Oct. 1 to Dec. 18, 1932; WJMS, Johnson Music Store, Ironwood, Mich., consent to voluntary assignment of license to WJMS.

KICK, Red Oak Radio Corp., Red Oak, Iowa, authority to remain silent to Jan. 1, 1932, until such time as the Court of Appeals vacates stay orders, or further disposition is made of the issues involved; KOL, Seattle Broadcasting Co., Seattle, Wash., extension to Nov. 6 of special authority to make field measurements to locate a transmitter site; WMAS, Albert S. Moffat, Springfield, Mass., license covering erection of new station to operate on 1420 kc., 100 w., unlimited time; WREN, Jenny Wren Co., Lawrence, Kans., authority to intervene, together with Station WIBW, in the hearing of KMBC requesting authority to move station from Independence, Mo. to Kansas City, Kans., which authority was heretofore granted by the Commission but suspended and case set for hearing because of protests from above stations.

Also, Aeronautical Radio, Inc.: WNAU, Moline, Ill., license (aviation-aeronautical), frequencies 3162.5, 3172.5, 3182.5, 3322.5, 5572.5, 5582.5, 5592.5, 5662.5 kc., 400 w.; KGTE, Wichita, Kans., same as above except 50 w.; KGTP, portable, authority to use portable aeronautical station at stations west and north of Chicago and at LaCrosse, Wis., Green Bay, Wis., Alexandria and Rochester, Minn.

Also, KHK, Mutual Telephone Co., Wahiawa, T. H., modification of license for additional frequency of 11310 kc.; Ford Motor Co.: W8XC, W9XH, W8XE, renewal of special experimental license, 389 kc., 1 kw. power; KGZB, City of Houston, Texas, extension of time to Dec. 1 in which to complete construction of police station; Monty Glenwood Mason on "The Pride of Hollywood", granted aviation license to be used for routine air-ground communication during period of endurance flight and for communication during a proposed tour of United States, also for broadcast pickup service, frequency 3105 kc., 10 w., aviation service frequency 2342 kc., 10 w.; temporary broadcast pickup.

The Commission also granted licenses for 267 amateur stations, of which 103 were new, 128 renewals and 36 modifications.

Miscellaneous

KLX, Tribune Publishing Co., Oakland, Calif., granted authority to take depositions in re hearing scheduled for Oct. 18; Allen Wright Marshall, Sr., and Allen Wright Marshall, Jr., granted authority to take depositions in re hearing scheduled for October 25th; WSUI, State University of Iowa, Iowa City, Iowa, granted special authority to operate from 10 P.M. to 12 midnight, CST, Oct. 21 and 22nd.

Ratification of Acts Of Commissioners

Action taken Sept. 29 - WJEZ, Radiomarine Corporation of America, vessel "Teapa", and WJEY, vessel "Tobasco", granted authority not to exceed 60 days pending receipt of formal application to operate aboard designated vessels, frequency range 375 to 500 kc., 50 w.; KDCD, Tropical Radio Telegraph Co., New York City, granted 60 day authority to operate station aboard vessel "Tivives" as 1st and 3rd class, pending receipt of formal application .

Action taken Sept. 30 - WKEC, Radiomarine Corporation of America, aboard "Seatrain Havana", granted 60 day authority to operate transmitter on same, frequency range 313 to 500 kc., 200 w. power, 1 transmitter frequency range 8200 to 17100 kc., 150 w.; WMAS, Albert S. Moffat, Watertown, Mass., program test period extended 30 days; KGNF, Great Plains Broadcasting Co., North Platte, Nebr., special authority to operate from 8 to 9 P.M., CST, night of Sept. 30th; granted.

Action taken Oct. 1 - KFNF, Henry Field Co., Shenandoah, Iowa, granted authority to operate additional period ending October 31st, using time assigned but not used by Stations WILL and KUSD; Kenneth G. Schilcher, portable on aircraft, granted authority to operate general experimental station on aircraft "NC-8554" for day of Oct. 2nd only.

Renewal Of Broadcast Pick-Up Station Licenses

Atlantic Broadcasting Corporation - WIEI, WIER, WIEQ, WIEJ, WIEK, WIEL, (Portable and Mobile)

Chicago Federation of Labor - WIEZ (Portable and Mobile)

THE Journal Company (The Milwaukee Journal) - WJER, (portable and mobile)

Miami Broadcasting Company, Inc. - WIEF, (Portable and mobile).

National Broadcasting Company, Inc.: WIEX, WIEO, WIEW, (portable and mobile).

Stromberg-Carlson Telephone Manufacturing Co.: WJEP (portable and mobile);

Westinghouse Electric and Manufacturing Co.: WHER (Portable and Mobile)

Renewal Of Geophysical Station Licenses

Gulf Production Co.: KGNR, KGXY, KGXT, KGXS.

Continental Oil Company: KGVV, KGVT, KGVS, KGVR, KGVQ, WCU, and KJZ.

Geophysical Research Corporation: WFG, WFH, KOT, KOI, KOF, WFJ, WFM, WFN, WFP, KOD, KNV, KNY, WFQ, WFR, WFS, KNU, KNT, KNS, KNQ, KNM, KNL, KHZ, KHP, KHS, KHW, WFY, WGB, WFZ, KSB, KKY, KKX, KKV, KKU, KKF, KKD, KIJ, KIC, KIB, KDX, KDV, KDH, KGJQ, KGJP, KGJO, KGJN, KGJM, KGJL, KGKR, KGKS, KGKT, KGKU.

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HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING WASHINGTON, D. C.

ISSUED TWICE A WEEK AND CONTAINING THE LATEST INFORMATION REGARDING THE RULINGS OF THE FEDERAL RADIO COMMISSION, RADIO LEGISLATION, DEPARTMENT OF COMMERCE REGULATIONS, CHANGES IN WAVELENGTH, CALL LETTERS AND POWER, PATENTS, EXPORTS, FEDERAL TRADE COMMISSION RULINGS AND OTHER MATTERS OF INTEREST TO BROADCASTERS AND MANUFACTURERS. :: :: CONFIDENTIAL—NOT FOR PUBLICATION. :: ::

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OCT 11 1932
G. W. JOHNSTONE

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No. 568

RADIO PRODUCTION SHOWS HEAVY DROP

Radio apparatus and phonographs valued at $194,313,602 were made last year in the United States, a decrease of 59.8 per cent as compared with the $476,041,054 reported for 1929, according to information from the Census of Manufacturers made available October 6th by the Department of Commerce. The following additional information was provided:

The more important items which contributed to the total for 1931 are as follows: Radio receiving sets for the home (excluding batteries), except combination radio and phonograph units, 3,647,499, valued at $113,214,421; all other receiving sets (including automobile and aircraft sets), valued at $4,347,037; combination radio and phonograph units, 73,603, valued at $6,310,442; receiving tubes for initial equipment, 24,944,796, valued at $13,263,520; receiving tubes for replacement, 24,317,552, valued at $13,712,552; phonographs, not including dictating machines, 48,276, valued at $1,674,010; records and blanks, valued at $7,946,355.

This industry, as defined for census purposes, embraces establishments engaged wholly or principally in the manufacture of radio apparatus, phonographs, and parts and accessories for either or for both. Prior to 1931 the manufacture of phonographs was treated as a separate industry, but the increasing production of phonographs and the introduction of the combination radio-phonograph unit made it desirable to establish the present classification. As manufacturers of radio apparatus were formerly classified in the "Electrical machinery, apparatus, and supplies" industry, the schedule for which did not call for detailed data on this class of products, comparable statistics for years prior to 1931 can not be given except for certain items.

The number of establishments in the industry last year was 214, with an average of 36,373 wage earners for the year and wages totalling $35,031,461.

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AL SMITH SEES RADIO PRINCIPAL ELECTION MEDIUM

Alfred E. Smith as editor of the New Outlook acclaims radio as the principal medium in use preceding elections. The newsreel, he says, is seen by only a limited group for a few days and is quickly forgotten. The daily press is "limited as a medium". The country is too large for the spoken word to be really effective "unless hooked up with the radio." The magazine press, in his vision, or at least the New Outlook, can check up once a month, throughout every year, on political activity and be a "living record of public happenings."

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NEW PARLEYS DELAY RCA TRIAL

The suit of the Department of Justice against the Radio Corporation of America and others, which was to have gone to trial today (Monday) has been adjourned for two weeks or more in order to afford representatives of the Government and the radio group time to consider new proposals designed to meet some of the principal points at issue, according to the New York Times.

In May, 1930, the Government brought suit against the radio group charging that the fundamental cross-licensing agreements by which the Radio Corporation of America obtained rights to patents were in violation of the anti-trust acts. In March last, despite the elimination of numerous criticized practices and other steps taken by the radio group, the Department of Justice filed an amended and supplemental petition enlarging the scope of the issues and adding new parties to the suit.

With the date for the trial approaching, executives and counsel of the various companies named in the action sought to institute new arrangements which might aid in the solution of the basic points raised in the suit. The Department of Justice was advised how far the radio group was prepared to go in amicable settlement of the difficulties, and conversations are now in progress between them.

Efforts to obtain from Washington or from headquarters of the various companies in New York City accurate information on the latest developments which conceivably might result in a withdrawal of the suit by the Government, indicated that the negotiations were surrounded with the utmost secrecy. David Sarnoff, President of the Radio Corporation of America, was in Washington last week, but would make no statement upon his return to New York.

In radio circles it was reported that the cross-licensing agreements would be superseded by an entirely new method of solving the problem occasioned by multiple ownership of basic patents and that this new method would be along lines acceptable to the Government. While no official confirmation was available, it is believed in other circles that this intricate and perplexing matter lies at the core of the reopened negotiations between the radio group and the Government.

The suit as it now stands is directed at the Radio Corporation of America, the General Electric Company, the Westinghouse Electric and Manufacturing Company, the American Telephone and Telegraph Company, the Western Electric Company, Inc., RCA Photophone, Inc., the RCA Radiotron Company, RCA Victor Company, Inc.; the General Motors Radio Corporation, the General Motors Corporation, the National Broadcasting Company, RCA Communications, Inc.; the International General Electric Company and the Westinghouse Electric International Company.

(Continued on Page 6)

N. Y. RADIO EDITOR PROMOTED

Jack Foster, Radio Editor of the New York World-Telegram, has been promoted to be Feature Editor of that paper. James Cannon has succeeded Foster as Radio Editor.

Foster's radio column has been one of the best in New York City and has added many subscribers to the paper and made many friends for Foster. In recognition of his good work, the Columbia Broadcasting System gave a dinner to him October 3rd.

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RADIO CONTINUES WORLD ADVANCE GOV'T RESEARCH DISCLOSES

That radio broadcasting has become a thoroughly established world institution with uniform methods and clearly defined problems is revealed in a study of world radio markets issued by the Department of Commerce. Theoretical opinions of earlier days have given way to accurate knowledge and the industry has consequently been placed on a more solid foundation.

Radical changes in financing methods have not ensued with the progress of radio, for it has been shown that both the advertising and license fee systems offer effective means of providing income. The controversy still goes on, however, over which is the better means of supporting radio.

The difficulties arising from any method may be avoided by an alternative, but not without the development of other difficulties of comparable weight. The receiving license fee in a few countries relieves the listener from advertising, but in its place substitutes restricted choice of programs. No method has been developed whereby national coverage with several programs can be supported by collectable license fees, even in the most densely populated nations.

On the contrary, there is sufficient depreciation of radio advertising to warrant the assumption that it is subject to abuses regardless of restrictions that may be placed upon it.

Attention should be given the coincidence by which those countries which have not put superficial restrictions on advertising have the most prosperous broadcasting systems and the greatest amount of money turnover in advertising.

Program quality, in all analyses, can result only from a money turnover, regardless of aesthetic considerations of the primary purposes of those supervising the expenditures.

While there has been little of true novelty introduced in the past year, radio programs have made progress. Talent adapted to radio has been fairly well mobilized and microphone personalities developed along all lines appearing suitable for radio in any given country. International broadcasts have lost their novelty almost everywhere, and the unique in all present programs emphasizes technical radio less and the characteristics of talent and presentation more.

There is a developing tendency among stations and systems toward greater individual specialization in programs, but it is impossible to forecast how far this trend may progress. Unless it is halted for reasons not now apparent, its ultimate effect would be specialization on a limited number of program types.

The development of recording, with improvement of quality and reduction of cost, has rendered valuable aid to the progress of broadcasting.

Radio has continued to grow in importance as a medium for advertising and most countries now have some advertising on the air, whether or not other means of support are provided for radio.

Chain broadcasting is enjoying growth in most foreign countries where stations are independently operated, but they are evolving slowly in many countries. The rate of growth is dependent upon the provision of interconnection facilities rather than upon any radio condition.

The broadcasting services of the world are rapidly becoming diversified and there are now four classes of stations which cater to the recreational tastes of the public. Sound broadcasting is done on three wave bands, and television stations are increasing in numbers, though they are limited by the small number of people interested in television reception.

Although radio has not suffered in world markets to the same extent as other commodities, a result of the depression, American exporters in the past two years have had to face a steadily growing competition in many European countries which were formerly substantial markets. The status of radio in Europe is still complicated insofar as it affects United States apparatus, a fact which makes it cognizant of the existing situation in individual markets.

The Commerce Department's bulletin on "Radio Markets of the World, 1932", prepared by Lawrence D. Batson of the Electrical Equipment Division, covers each foreign country as a broadcasting area and as a market for receivers. It may be obtained for 10¢ per copy from the Superintendent of Documents, Washington, D. C.

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The General Motors Radio Corporation has gone out of existence since the suit was begun and the General Motors Corporation has severed its patent arrangements with the Radio group. The Radio Corporation has modified certain traffic agreements and contracts, reduced rates and royalties and minimum annual royalty requirements under licenses and has taken other steps to compromise the Federal action.

Now that the fundamental issue is being broached, a solution of all remaining difficulties is believed to lie within the realm of possibility, although observers hold that undue optimism should not be aroused.

Little talk is now heard of an "open patent"pool, to the principle of which the Radio Corporation was willing to adhere at the time of the preceding negotiations. In this connection, it is noted, radio patent-owning corporations outside the Radio group were not parties to the negotiations.

In various official statements issued since the suit was begun, the Radio Corporation has made it clear that it was eager to test its rights in the courts unless an amicable settlement could be reached, and that it was willing to alter some of the criticized practices, without, however, admitting the Government's contention that they were contrary to the anti-trust laws.

One point that may be raised in connection with any alteration of the present cross-licensing agreements between the Radio Corporation and the companies which own the basic radio patents will be the disposal of radio stock which was issued to these companies in the general transaction by which the corporation became their exclusive licensee with respect to all radio-receiving equipment patents.

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MODIFICATION OF LICENSE FOR WDBO RECOMMENDED

Modification of the license for the Orlando Broadcasting Company, Inc., Station WDBO, was recommended to the Federal Radio Commission by Chief Examiner Ellis A. Yost in a report just made public.

Station WDBO, whose present assignment is 1120 kilocycles frequency and 250 watts power on an unlimited period of operation requested an assignment of 530 kilocycles frequency and 250 watts power. Since July 27, 1932, the station has operated on the modified assignment pending the outcome of a hearing on which Mr. Yost based the report. It was found that the 580 kilocycle frequency with 250 watts power would result in less interference.

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EAR-GAS FOR WHISPERING CAMPAIGNS

Wise political candidates are making early reservations for time on broadcasting stations beginning Friday before Election Day so as to have facilities for killing of whispering campaigns and eleventh hour political canards.

These things are purposely sprung late in hopes that there will not be time for a newspaper correction. The radio stations have been found very effective for this purpose in past elections.

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CAPITAL STATION ASKS POWER INCREASE

Station WMAL, of Washington, D. C., made a plea before the Federal Radio Commission for permission to increase its night-time power from 250 to 500 watts. The station, owned and operated by M. A. Leese is now the Washington outlet for Columbia chain programs but is planning to become an independently operated local station after the completion of Station WJSV now scheduled for October 20th, which thereafter will be the Columbia station.

The main purpose of the application, as explained by Milton R. Baker, Manager of WMAL, is to secure sufficient power to override interference, believed to result from the operation of WGBF, Evansville, Ind., on the 630 kilocycle channel, a regional frequency, also occupied by stations in Columbia and Jefferson City, Mo. Mr. Baker also declares there is a heterodyne on their channel at intervals, but WMAL engineers have never been able to identify the station causing it.

Mr. Leese said that he proposes to maintain a high-grade program standard after the severance of his relations with Columbia and that WMAL, which has always devoted a good portion of its local time to civic broadcasts, will donate as much, if not more, free time to civic enterprises in the future.

A number of officials of trade organizations testified that Station WMAL had always been very generous with its facilities in behalf of the citizens of Washington. Among them were Mark Lansburgh, President of the Merchants and Manufacturers' Association; Harry King, President of the Washington Chamber of Commerce; and Dorsey W. Hyde, Jr., Secretary of the Washington Chamber of Commerce.

Station WOL, of Washington, appeared in opposition to WMAL's application, on the grounds that the former station had made application for increased power on several occasions and that if any increase is granted, WOL should be the first to receive it.

Station WMAL was represented by Thomas P. Littlepage, John M. Littlepage, and Paul D. P. Spearman, while George Sutton represented WOL.

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ADVOCATES GREATER ATTENTION TO BROADCASTING USES

The technical features of broadcasting have held sway up to the present. The time has now come, Federal Radio Commissioner Harold A. Lafount declares, to consider just what use this highly perfected system of communication should be put to in the public interest. The Government set up requirements for equipment of a certain design which has to be put into operation, requires broadcasters to maintain a frequency with an accuracy heretofore unheard of, and regulates the establishment of transmitters and their location. In short, from a technical point of view, it imposes requirements in great detail, and has a corps of supervisors engaged to see that the regulations are obeyed.

"Yet the Government does not consider the use of this great instrumentality other than that it be used in the public interest", Mr. Lafount went on. When educators are in a position to broadcast programs, the use of radio for this purpose is not at all clear. Even they themselves have no accepted formula. The whole question of the use has yet to be defined."

One of the reasons that little has been accomplished in this direction is due to the fact that there has not been developed a proper coordination of the various interests involved.

"This is an inescapable problem of the future. It might at some future time seem reasonable for Congress to consider the educational aspects of broadcasting", the Commissioner continued.

"Through the United States Office of Education, a system of coordination with States and localities might be developed. All the forces could be brought together and something tangible worked out as educational and the method of presenting set forth.

"Commercial stations have taken care of entertainment and they have sponsored many educational programs of inestimable value. They are usually cooperative in broadcasting some educational programs, but few know what is in the public interest and how to present it. If some person could be appointed in the Federal Government to devote attention to the character of programs, then the solution of this increasing problem would be near."

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NBC NEW ACCOUNTS; RENEWALS AND CORRECTIONS

NEW - Elgin National Watch Co., Chicago, Ill.; Agency - Lord and Thomas, Chicago, Ill.; Starts - October 14, 1932, for 11 weeks, Fridays, 10:30-10:45 P.M., EST; Basic Red Network, NW, SE, SC. SW, Mt. Orange, KFSD, KTAR; Program - "Elgin Adventure Club".

Pacific Coast Order - Centaur Company (Fletcher's Castoria), New York City; Agency - Young and Rubicam, Inc., New York City; Starts October 4, 1932, Tuesday, Saturday, 11:30-11:45 A.M. PST, Network - KGI, KFI, KFSD only; Program - Household sketch as part of Radio Household Institute.

NEW - William Wrigley, Jr. Co.(Chewing Gum), Chicago, Ill.; Agency - Frances Hooper Agency, Chicago, Ill.; Starts - October 4, 1932 for 13 weeks, Tuesdays, 4:00-4:30 P.M. EST; Network - WEAF, WTAG, WJAR, WCSH, WFI, WFBR, WRC, WGY, WBEN, WCAE, WTAM, WWJ, WSAI, WMAQ, WOC, WHO, WOW, WDAF, WCKY; Program - Bridge talks by Mrs. Ely Culbertson - guest fashion authorities.

NEW - Smith Brothers (Cough Syrup and Cough Drops) Poughkeepsie, New York; Agency - Homman Tarcher & Sheldon, New York City; Starts November 13, 1932, for 20 weeks, Sundays 9:15-9:30 P.M. EST, Network - WJZ, WBZ, WBZA, WBAL, WHAM, KDKA, WJR, KYW, KWK, WREN, KOIL, KWCR; Program - "Smith Brothers - Trade and Mark" Nat Shilkret and orchestra of 10 men with Billy Hillpot and Scrappy Lambert.

RENEWAL - Stanco, Inc., New York, N. Y. ("Nujol"); Agency - McCann Erickson, Inc.; Starts October 3, 1932, daily except Saturday and Sunday, 7:45-8:00 P.M.; Network - Basic Blue; Program - "Johnny Hart in Hollywood".

NEW - Swift & Company, Chicago, Ill.; (Meats and Butter); Agency - J. Walter Thompson Company; Starts November 3, 1932, Thursday and Friday 8:45-9:00 P.M.; Rebroadcast 12:15-12:30 A.M.; Network - Basic Blue and Supp.; Program - Undetermined.

RENEWAL - Armour & Co. (Meat Packers), Chicago, Ill.; Agency - N. W. Ayer & Son, Chicago, Ill.; Starts July 29, 1932 for 52 weeks, Fridays 9:30-10:00 EST; Network WJZ, WBZA, WBZ, WBAL, WHAM, KDKA, WGAR, WJR, WMAQ, KWK, WREN, KOIL, WEBC, KSTP, WTMJ, WRVA, WJAX, WIOD, WWNC, WSM, WMC, WSB, WAPI, WSMB, WKY, WFAA, KPRC, WOAI, KOA, KDYL, KGO, KFI, KGW, KOMO, KHQ; Program - "The Armour Program" - orchestra under direction of Leroy Shiedl and East and Dumke.

RENEWAL - Colgate Palmolive Peet Co. (Super Suds), Chicago, Ill.; Agency - Lord & Thomas, Chicago, Ill.; Starts August 1, 1932, for 52 weeks; Daily except Saturday and Sunday, 10:15-10:30 A.M.; Network - Basic blue except KWCR and Chicago outlets; NW, SE, SC, SW, except KTBS, KOA, KDYL; Program - "Clara, Lu 'n' Em", comedy sketch. (Originates NBC Chicago - This cancels unexpired portion of present executive order issued in January.

Changes on NBC Accounts Recently Sent You: Ocean Steamship Co. "Savannah Liners Program" - WJZ, change starting date to October 11, 1932 for 52 weeks instead of October 4, 1932.

Carnation Milk Co. - "Contented Program" - WJZ, change broadcast time from Mondays 8:00-8:30 P.M. to Mondays, 9:30-10:00 P.M., effective October 31st.

Sterling Products, Inc. "The Girl Who Lives Next Door Program", WEAF, change starting date October 4, 1932 (Tuesday) instead of September 27, 1932.

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APPLICATIONS RECEIVED BY FEDERAL RADIO COMMISSION

October 4 - WESG, Cornell University, Ithaca, N. Y., modification of license to change location of main studio to Elmira, N. Y.; WJAY, Cleveland Radio Broadcasting Corp., Cleveland, Ohio, modification of license to change frequency, power and hours from 610 kcs., 500 watts, daytime to 590 kcs., 250 watts night, 500 watts day, unlimited hours; WEHC, Emory and Henry College, Emory, Va., C.P. to move transmitter and studio to Charlottesville, Va., amended to give exact location of transmitter as two miles from business center of Charlottesville, Va.; Lancaster Broadcasting Service, Inc., Lancaster, Pa., C.P. for new station to use 1230 kc.s, 500 watts daytime; WWL, Loyola University, New Orleans, La., license to cover C.P. issued 12/4/31 change location and increase power; KSO, Iowa Broadcasting Co., Des Moines, Iowa, modification of C.P. issued 9/30/32 to give exact location of transmitter and studio as 715 Locust St., Des Moines, Ia., changes in equipment; WHBY, St. Norbert College, Green Bay, Wis., voluntary assignment of license to WHBY, Inc.

Also, KREG, J. S. Edwards, Santa Ana, Calif., voluntary assignment of license to The Voice of the Orange Empire, Inc., Ltd.; WPRO-WPAW, Cherry and Webb Broadcasting Co., Providence, R. I., C.P. to move transmitter to near Graystone, R. I., change frequency and power from 1210 kcs., 100 watts to 630 kcs., 250 watts, amended to request 1260 kcs. instead of 630 kcs. and change in antenna system;

The following renewal applications have been received: WCKY, L. B. Wilson, Inc., Covington, Ky., 1490 kcs., 5 KW, unlimited hours; KGNO, The Dodge City Broadcasting Co., Inc., Dodge City, Kansas, 1210 kcs., 100 watts, unlimited hours; WTJS, The Sun Publishing Co., Inc., Jackson, Tenn., 1310 kcs., 100 watts night, 250 watts day, unlimited hours.

October 5 - Edwin Drillings, Middle Village, N. Y., C.P. for new station to use 1500 kcs., 100 watts, share with WWRL, WMIL and WMBQ, resubmitted, changing street address of transmitter location and to request facilities formerly used by WLBX, Long Island City, N. Y.; WKBZ, Karl L. Ashbacker, Ludington, Mich.,

license to cover C.P. issued 5/27/32 for changes in equipment and increase power from 50 to 100 watts; WILL, University of Illinois, Urbana, Ill., special authorization to increase operating power from 250 watts night, 500 watts day to 500 watts night experimentally and 1 KW day, requests facilities of WKBS, Galesburg, Ill., terms of 0.2 quota units; KUMA, Albert H. Schermann, Yuma, Ariz., modification of license for change in specified hours of operation; KGFL, KGFL, Inc., Santa Fe, New Mexico, modificationof C.P. issued 5/17/32 to extend date of completion to 11/17/32; KIDW, The Southwest Broadcasting Co., Lamar, Colo., voluntary assignment of license to The Lamar Broadcasting Company.

The following application for renewal of license has been received: WGCM, Great Southern Land Company, Mississippi City Miss., 1210 kcs., 100 watts, unlimited time.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted
(Oct. 6, 1932)

WCOA, Pensacola Broadcasting Co., Pensacola, Fla., license covering installation of new equipment and move of station locally, 1340 kc., 50 w., unlimited time; KALE, M. E. Brown, Portland, Oreg., consent of voluntary assignment of license to KALE, Inc., Also granted renewal of license, 1300 kc., 500 w., specified time; KWEA, Hello World Broadcasting Corp., Shreveport, La., extension of special authority to remain silent pending action on application for C.P. pending before Commission; WCGU, U. S. Broadcasting Corp., Brooklyn, N. Y., authority to begin equipment test Thursday morning, Sept. 22, at 1 A.M. EST; WSAJ, Grove City College, Grove City, Pa., special authorization to operate from 2 to 4:30 P.M. EST Oct. 8, 15, 29 and Nov. 5 and 19, 1932.

Also, State of New York, Conservation Dept., portable and mobile, authority to operate 3 portable and mobile general experimental stations to be used in investigation of practicability of these frequencies for communication purposes in connection with fighting forest fires; frequency 60,000 to 80,000, power two stations 1.3 w. each, one station 30 w.; RCA Communications, Inc.: WEL, Rocky Point, N. Y., special authority to operate point-to-point station WEL, Rocky Point, for communication with S.S."Rex" until its arrival in New York; K6XO, Kahuku, Hawaii, W6XI, Bolinas, Calif., renewal of special experimental licenses; Aeronautical Radio, Inc.: KGSP, Denver, Colo., C.P., aeronautical frequencies 2906, 3072.5, 3082.5, 3088, *5510, *5540, 5672.5 kc., 400 w. (*available to March 1, 1933); WSDR, Madison, Wis., aviation aeronautical point-to-point license 2668, 2672 kc., 400 w., also granted aviation aeronautical license, 2668, 2672 kc., aviation aeronautical license 2668, 2682 kc., 400 watts, also, aviation aeronautical license 3854 3005 kc., unlimited, 5377.5 kc., day only, 400 watts.

Also, W2XE, Atlantic Broadcasting Corp., near Wayne, N. J., modification of extending completion date to Feb. 1, 1933; WHD, The New York Times Co., New York City, mobile press license for additional transmitter, frequency range 6450-22250 kc., 50 w.; W9XAL, First National Television Corp., Kansas City, Mo., experimental broadcasting license, 2200-2300 kc., 500 w.; Bell Telephone Laboratories, Inc.: W2XDJ, and W2XAV, initial location Ocean Township, Whalepond Road, N. J., renewal of special experimental licenses; American Radio News Corp.: W2XH, New York City, renewal of special experimental license; W3XO, portable in Sussex, Morris, Essex and Somerset Counties, N. J.; W2XA, Rocky Point, N. Y., renewal of special experimental license; W6XC, Fred W. Christian, Jr., renewal of general experimental license; W9FZO, Richard W. Pitner, Sioux City, Ia., authority to operate amateur station at 2518 Pierce St., Sioux City pending formal application on modification of license.

Ratification Of Acts Of Commissioners

Action taken Oct. 1 - KGW, Oregonian Publishing Co., Portland, Ore., granted permission to take depositions in re appeal for modification of license station KTAR, Phoenix, Ariz., scheduled for hearing Oct. 31, 1932; WSBT, South Bend Tribune, South Bend, Ind., granted order to take depositions in re appeal for modification of license, Station WSBT and modification of license appeal Station WFBM, scheduled for hearing.

Action taken October 3 - WSM, National Life & Accident Insurance Co., Nashville, Tenn., authorized to use transmitter formerly licensed as main transmitter for auxiliary purposes, 650 kc., 5 kw.; WIEK, Atlantic Broadcasting Corp., WIEL, New York, authorized to use Station WIEK and WIEL, 1542 and 2478 kc., 50 w., Oct. 3 to 15 inclusive, to broadcast races at Jamaica.

Action taken Oct. 6 - KITB, Mackay Radio & Telegraph Co. New Orleans, La., granted temporary authority (60 days) to operate spark transmitter aboard vessel "Fairisle" pending receipt of formal application, frequencies 375, 425 and 500 kc., 1 kw.; WJW, Mansfield Broadcasting Association, Mansfield, Ohio, authorized to discontinue operation Oct. 6, while station is being moved to Akron, and modifying antenna system; KUJ, Inc., Walla Walla, Wash., granted special authority to operate unlimited time on Oct. 6, 12, 13, 20, 27 and Nov. 3.

Action taken Oct. 6 - WLBW, Broadcasters of Pennsylvania, Inc., Erie, Pa., modification of C.P. to change location of transmitter and studio locally and respectively extend completion date of C.P. to 16 days after this date and cease operation at Oil City immediately.

Action On Examiners' Report

Robert Mendez, San Juan, Porto Rico, denied appeal for C.P. to erect new station at San Juan, P. R. to operate on 1370 kc., 100 watts, unlimited time, reversing Chief Examiner Ellis A. Yost.

The Commission granted 426 licenses to amateurs, of which 247 are new stations, 122 renewals, and 57 modifications covering new locations or other changes.

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HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING WASHINGTON, D. C.

ISSUED TWICE A WEEK AND CONTAINING THE LATEST INFORMATION REGARDING THE RULINGS OF THE FEDERAL RADIO COMMISSION, RADIO LEGISLATION, DEPARTMENT OF COMMERCE REGULATIONS, CHANGES IN WAVELENGTH, CALL LETTERS AND POWER, PATENTS, EXPORTS, FEDERAL TRADE COMMISSION RULINGS AND OTHER MATTERS OF INTEREST TO BROADCASTERS AND MANUFACTURERS. :: :: **CONFIDENTIAL—NOT FOR PUBLICATION.** :: ::

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No. 569

ELECTION MAY PLAY HAVOC WITH CONGRESSIONAL RADIO SET-UP

Either way the election goes it will cause sweeping changes in the radio legislative set-up in Congress. Every member of the House Radio Committee (Merchant Marine, Radio and Fisheries) is up for re-election. Likewise the fate of five members of the Senate Radio Committee (Interstate Commerce) is in the hands of the voters. These Senators are Smith, of South Carolina; Wagner, of New York; Tydings, of Maryland; and Barkley, of Kentucky, Democrats; and Watson, of Indiana, Republican.

The first casualty on the Senate Committee is Brookhart, Republican Progressive, of Iowa, who was defeated for the nomination by Henry Field, of Station KFNF, Shenandoah. If Field is elected, he will undoubtedly endeavor to succeed Brookhart on the Committee. Another vacancy will be caused by the voluntary retirement of Senator Hawes, of Missouri.

If the Republicans carry the Senate, Senator Couzens, Republican, of Michigan, will continue as the Chairman, but if the Democrats have a Senatorial majority, Senator Ellison D. Smith, Democrat, of South Carolina, will head the Committee.

That is, if Senator Smith is re-elected. If not, Senator Key Pittman, Democrat, of Nevada, would automatically become the Chairman. Should Senator Pittman decline the honor, or prefer to head another committee, Senator Dill, of Washington, co-author of the Radio Act, then inherits the chairmanship.

However, if Roosevelt is elected, Senator Dill, whose term in the Senate expires in 1935, may go into the Cabinet. Senator Dill was one of Governor Roosevelt's pioneer supporters in the West and has been mentioned as a Cabinet possibility - most frequently as the Secretary of the Interior or Secretary of Commerce. Should that come to pass, Senator Burton K. Wheeler, of Montana, would then have the refusal of the Senate Radio Committee Chairmanship. Wheeler, too, is a Cabinet possibility, and the chairmanship then might go down the line to Wagner, of New York, or Tydings, of Maryland, depending, of course, upon their re-election.

So the next Senate radio czar, if he is to be a Democrat, is an uncertain quantity.

If Reverend Shuler should defeat William Gibbs McAdoo for the Senate in California, the former surely would endeavor to get on the Senate Radio Committee. Should he succeed, it would place him in a position where he might have sweet revenge. The Radio Commission six months or so ago closed Shuler's station down because of the minister's personal attacks upon individuals.

If Shuler landed on the Senate Radio Committee, the Radio Commission would be at his mercy. He could even block the confirmation of the Commissioners who voted to close his station when they came up for re-confirmation.

However, he would have to wait a while to do it as the first one he would have a chance to take a crack at would be Commissioner Starbuck who, if reappointed, comes up in 1934. The next Commissioner who will have to be confirmed, who voted against Shuler, will be Judge E. O. Sykes, in February, 1933, if the latter is reappointed. However, that would be before Shuler is seated, if he is elected to the Senate.

Representative Ewin Davis, of Tennessee, Democrat, Chairman of the House Committee, has already been defeated for renomination which will put Representatives Schuyler Otis Bland, of Virginia, or Clay Stone Briggs, of Texas, at the head of the Committee if the Democrats win a majority in the House. The defeat of Representative Davis came as a distinct surprise. He actively assisted in framing the Radio Act and was the author of the Davis Amendment for the equal distribution of radio facilities.

If the House is Republican, then the radio chairmanship may go to Representative Frederick R. Lehlbach, of New Jersey, if he is re-elected. If not, it will go to Representative Arthur M. Free, of California, or if he should not be elected, to the fiery Representative Frank R. Reid, of Illinois. If there is a Democratic landslide, it might go as far down the seniority ranks as Representative Charles L. Gifford, of Massachusetts.

It is a certainty if Dr. Frank W. Elliott, former manager of Station WOC, Davenport, Ia., Republican nominee for Congress, is elected that he will seek to be assigned to the House Radio Committee.

A pre-election House radio casualty and the elimination of a caustic chain was the defeat for renomination in the State of Washington primaries of Representative Ralph Horr, of Seattle. Mr. Horr, a Republican and former receiver of the Northwest Broadcasting System, began his first term two years ago with an attack on broadcasting monopolies.

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GOT THE NAME OF HIS HIGH BOSS WRONG

Who was the NBC-WJZ announcer who referred to the head of the RCA presiding at the Coolidge meeting in New York City as Gen. "Charles" G. Harbord?

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MEXICAN SITUATION ALARMS BROADCASTERS

The American broadcasters are becoming very much alarmed over the conflict of Mexican broadcasting stations with those licensed to operate in this country. The Mexican Government recently authorized the construction of a broadcasting station at Villa Acuna, Mexico, to operate with 500,000 watts power on a frequency of either 655 kilocycles or 735 kilocycles. Stations with which the Mexican transmitter will interfere if it goes on the air on 655 kilocycles are WSM, Nashville, a 5000 watt station; and WEAF, New York, a 50,000 watt station. Stations WGN, Chicago, and WSB, Atlanta, Ga., would be affected if the 735 kilocycle frequency is chosen. Transmission of any of these stations would be practically ruined by the half-million-watt broadcaster.

"The construction and operation of this station with such superpower will destroy the effective service to the public now being rendered by many stations of all classifications licensed by the United States Government", declared a letter addressed to the Department of State by the National Association of Broadcasters, protesting this move. "There is no necessity to discuss in any detail here the engineering questions involved. It is undisputed that the use of superpower in Mexico on the precise frequencies or adjoining frequencies assigned to stations in the United States will cause such ruinous interference as to make reception conditions intolerable.

"More than a year ago a committee of this Association called formally upon the Department of State and advised it of the contemplated construction and operation of high powered stations in Mexico. Since that time the construction of one station of 75,000 watts and another of 150,000 watts have been authorized and one of them is already in operation.

"The present broadcasting structure of the United States has been developed over a period of years at great expense to our broadcasting companies and individual citizens. While the Federal Radio Commission has done all that it can to stabilize broadcasting, it is unable to exercise its powers beyond the territorial limits of the United States. Its constructive efforts at regulation are now being undermined by interference conditions beyond its control.

"Due to the fact that there does not now exist an understanding between our Government and the Mexican Government with respect to the allocation and use of broadcasting frequencies, stations licensed by the Commission have been helpless in the rapid encroachment upon licensed rights resulting from the construction of new stations and the continued increases in power of existing stations in Mexico.

"The Association feels that the continuance of this situation is not only ill-advised from the standpoint of international good-will but tends to aggravate actual differences existing between these two nations. Indeed, if it is continued there will result a condition which will make a constructive solution of the problem extremely difficult if not entirely impossible.

"In view of the foregoing, we respectfully call upon the Department of State to take whatever steps are necessary to maintain the status quo with respect to the assignment of frequencies, increases in power, and new construction of stations in Mexico so as not to prejudice a future solution of the problem, since the matters under consideration at the International Radiotelegraph Conference now in progress at Madrid should furnish the basis for such solution."

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STATIONS MAY INSURE AGAINST LIBEL OR SLANDER

An insurance company is said to be offering radio stations a policy which will protect the station against libel or slander actions.

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TRADE COMMISSION GOES AFTER ADVERTISER

A corporation operating a large broadcasting station and permitting the vendor of an electro-magnetic coil to make representations concerning such appliance which were alleged to be false and misleading, agreed to waive its rights as a joint respondent and in the subject matter, and to be bound by an action of the Federal Trade Commission against the advertiser.

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LANDLINE RATES PUBLISHED BY THE BERNE BUREAU

A complete list of radio and landline rates charged by companies operating in the United States will be published by the Berne Bureau in the next issue of the List of Fixed and Land Stations. Complete information concerning these rates has not been available for several years due to certain confusion resulting from the quotation of "through rates" by commercial companies.

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RADIO DESCRIBED AS U.S. STEPCHILD

A report of the Standing Committee on Communications of the American Bar Association, meeting in Washington, pictures the radio industry as a sort of stepchild of the Government.

"It may be safely stated that in the entire history of the United States Government no industry has ever had imposed upon it so much uncertainty as to its continued existence or as to the protection of its investment, or so great an expense because of Government regulation, as the broadcasting industry", it was declared in the report of this committee, headed by Louis G. Caldwell, Washington lawyer, who formerly was chief counsel for the Federal Radio Commission, now representing the National Association of Broadcasters at the International Radiotelegraph Conference in Madrid. The report was presented by John W. Guider, as acting chairman of the Committee.

The meeting was thrown into confusion when Judge Ira E. Robinson, formerly chairman of the Federal Radio Commission, now a practicing radio attorney, charged that the report was "an awful indictment of public officials". He said the report was "tactless" and that he was opposed to it. A dissenting opinion disapproving as inappropriate such unreserved criticism of a government commission will be drafted by Judge Robinson and Mr. Guider.

The conclusion of the committee was reached in a summation of the "major defects apparent in the commission's administration of radio regulations", the committee including this along with a survey of radio legislation - Federal, State, municipal and foreign, and with recommendations on the conduct of the radio industry.

The report called attention to the fact that "in the absence of any pronouncement by the United States Supreme Court and with only a few decisions by other courts, the boundary line between Federal and State jurisdiction in radio regulation continues vague and obscure."

"As a result", it continued, "states and cities are continually adding to the list of enactments of doubtful validity. This tendency has been given emphasis during the recent past by legislation imposing license fees or privilege taxes of one sort or another on the operation of broadcasting stations and of receiving sets."

It was also pointed out in the report that the long awaited test of the fundamental constitutionality of the radio act may be furnished in the Court of Appeals of the District on appeals from two Chicago stations - WIBO and WPPC-- whose assignments were given to Indiana broadcasters on the grounds

that Illinois is "over quota" and Indiana "under quota" under the Davis amendment.

Several phases of the administration of the Radio Commission are criticized by the committee.

Important matters, it says, which to all intents and purposes are given the effect of regulations, are not embodied in the regulations, and no one can be certain in a particular case whether such matters will be determinative in his case.

Because of the prohibition of censorship, the report points out, the commission regards itself as without power to forbid certain types of programs, such as lotteries, fortune telling talks, and so forth, yet holds that any such matters are pertinent to an application for a renewal of license and may be relied upon to justify denial of such an application. This, it points out, subjects a broadcaster to deprivation of his license without advance notice of specific charges he may be called upon to meet at a hearing.

Clear-channel service, which is the only method of reaching large portions of the rural sections, the report continues, "is under-going a relentless process of corrosion which threatens ultimately to ruin them". This "corrosion", it says, has taken the form of permitting duplicate operation of stations on clear channels by "consent" of the dominant clear-channel stations, the authorizations of daytime and limited-time stations on clear channels at inadequate separations and the recent consent of the United States to the use of two United States clear channels by proposed Canadian stations.

The few hearings, held by the commission are also criticized.

Legislation to restrict radio advertising is opposed, "at least for the present" by the committee.

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TRADE PAPER LISTS SALARIES

The following are the salaries actually paid radio stars, according to Variety, the theatrical magazine:

Amos and Andy, $7,500 weekly; Mildred Bailey, $2,500; Ben Bernie band, $6,500; Boswell Sisters, $3,000; Cab Calloway and band, $5,000; Camel Quarter Hour, $8,500; Russ Columbo, $2,000; Bing Crosby, $3,000; Morton Downey, $4,500; Gene and Glenn, $5,000; Guy Lombardo band, $6,000; Vincent Lopez band, $4,000; Mills Brothers, $3,500; Jack Pearl, $3,500; Revelers, $3,500; Sanderson and Crummit, $3,500; Kate Smith, $7,500; Paul Whiteman band, $8,500; and Ed Wynn, $5,000.

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COMPOSERS WAIVE CAMPAIGN ADDRESS CHARGES

Expressing the belief that a public service is rendered to the Nation by the various political candidates in their radio discussions of problems which confront the Government, and desiring to support the dissemination of such information and to contribute its bit towards the service to the people, E. C. Mills announces that the American Society of Composers will not collect the usual royalties insofar as political programs are concerned.

Stations are required to pay the Society three per cent of the net receipts for all programs for which time is sold but this fee will be waived in connection with campaign addresses.

Mr. Mills' letter to broadcasting stations follows:

"Believing that a substantial public service is rendered to the Nation by the various political candidates in their discussions through radio of problems which confront the Government, and desiring to support in every consistent manner the dissemination of such information and to contribute our bit toward the service of the people, please take note:

"Whilst the formula endorsed by the Board of Directors of the National Association of Broadcasters and accepted by our Society under which licenses are to issue as of September 1, 1932, covering the use in broadcast performances of music copyrighted by our members, provides that a percentage is to be paid to the Society of all net receipts in respect of all programs without exception for which the time is sold, we are going to waive the collection of the amount represented by these percentages as far as <u>political addresses</u> are concerned.

"Therefore, in accounting on the forms provided by our Society for 'Net Receipts' from the sale of time, you may eliminate all straight political programs regardless of the party affiliations of the speaker, and regardless of whether as an incident to such programs music copyrighted by members of the Society is used.

"As to stations which have already made remittances of percentages in respect of such programs hereafter rendered, we would thank them to make claim upon us for a refund of the amount thereof. These refunds will be made with the distinct understanding, however, that if at the time the sale of facilities was made the political party or candidate who purchased this time was charged an additional music license fee, the amount thereof shall be refunded by the station."

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DO PEOPLE LISTEN TO COLLEGE STATIONS?

Although it started as a hearing between small stations, the question raised "Do people listen to college stations?" was such a big one that before the case was closed, it had the interest of the entire Federal Radio Commission. It came about through the efforts of Station WRHM, of Minneapolis (the Minnesota Broadcasting Company), attempting to divorce itself from three college stations which share time with it - WCAL, St. Olaf College, Northfield, Minn.; KFMX, Carleton College, Northfield, Minn., and WLB-WGMS, the University of Minnesota, Minneapolis, Minn.

The general charge was made by John E. Tappan, representing WRHM, that virtually nobody listened to a college station program. The colleges countered with the assertion that relatively few listened to the average commercial program.

The college stations through counsel argued that WRHM already has procured 80 per cent of the time and they are unable to extend their educational programs unless their time is increased to 29 per cent.

Here another important question was raised when the colleges demanded night hours for their educational programs. "What would happen to us", one commercial broadcaster asked, "if all educational stations demanded night hours - our best commercial time?"

Mr. Tappan, speaking for Station WRHM, stated that the educational programs attracted such a limited audience that after their programs are begun, the regular listeners of the Minnesota Broadcasting Corporation tune off and turn to other stations to the detriment of their advertising. Frequent interruptions in the regular programs for college educational station features, he asserted, had caused a loss in listeners to the commercial station and revenues from advertising are falling off so rapidly that the corporation is fighting for its life.

Horace Lohnes, representing the college stations, pointed out that the net profit of Station WRHM amounted to $25,000 in 1930, and it was not a case of survival but a desire for exclusive time on the air. He reminded the Commission that the presence of the college stations was brought about by the application of WRHM for a modification of its license for unlimited time.

Mr. Tappan further asserted that the type of programs broadcast by the college stations are of scanty interest to the general public and that their interruptions alienated listeners who would ordinarily follow the programs of Station WRHM. He said the lectures in the evening by college professors on science, biology, languages, and similar subjects have no appeal to the tired workingman. But 1 per cent of the listeners are interested, he added.

Continuing, counsel for WRHM declared that these college stations could not be self-supporting if they had to depend on a listening audience.

The most logical solution would be to place the three colleges on a separate wave length, and WRHM on a separate wave length, Mr. Tappan continued, declaring that the Minnesota Broadcasting Corporation now has 100 hours on the air per week, and the college stations 20, but this does not reveal the interruptions to the commercial station broadcasts when these break in at certain times. Radio is not necessary to carry out the night work of the university and colleges, Mr. Tappan asserted, especially since the University of Minnesota has a night school, and correspondence courses.

Mr. Lohnes, for the college station, informed the Commission that the night broadcasts were essential to enlarging the educational programs of the institutions. He outlined their endowments incomes, student enrollment, and educational facilities. Radio serves to strengthen the extension courses and the usefulness of it, he said, is testified by depositions before the Commission.

Carleton College seeks to increase its time to 10 hours per week, St. Olaf its to 9¾, and the University of Minnesota to 18 hours. He cited the construction of a $100,000 music hall in St. Olaf College whose choir is nationally known, and stressed the popularity of the college music programs. The University of Minnesota, he explained, plans to enlarge its educational program in the field of science, child welfare, and agriculture to reach the farmers. The use of Norwegian in the programs of St. Olaf College reached large numbers of Norwegians within the area, it was said.

Mr. Lohnes called attention to the fact that the three colleges had withdrawn their application for unlimited time on the air to the exclusion of WRHM because they cannot use all the time originally sought. He said they have no complaint against the Minnesota Broadcasting Corporation but merely want justice for each contestant. He pointed out, however, that 40 per cent of WRHM's time was devoted to phonograph record broadcasts.

As for a separate channel, Mr. Lohnes concluded, this would be most desirable to the colleges, but under the quota assignment for the State, this seems impossible.

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ARCTURUS CLAIMS MAJOR TUBE BUSINESS IN 30 COUNTRIES

A survey just completed by Walter A. Coogan, Export Manager of the Arcturus Radio Tube Company, Newark, N. J., shows that Arcturus Tubes amounted to over 50% of the total American tubes imported into thirty of the seventy-six foreign countries in which these tubes are sold, according to a statement from that company.

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CAMPAIGN ORATOR CARRIES HIS OWN LOUD SPEAKER

Your up-to-date campaign spell-binder this year carries a loudspeaker with him in a suitcase. If a baby cries or a heckler tries to shout him down, he is easily able to roar forth all the louder. His voice can be magnified a hundred times and he has the power to literally blow the audience out of their seats but, of course, he doesn't go to that extreme because he is after their votes.

The entire equipment, including the case, weighs seventy pounds. The equipment includes the amplifier, a loud-speaker, a control unit, and the necessary connections. It operates from the regular alternating-current electric-power supply.

To make its convenience complete, the miniature public-address system is arranged for use with another miniature device developed by the same engineers, the so-called "lapel" microphone which came into prominence during the broadcasting of the national party conventions at Chicago. When the orator arrives at his indoor or outdoor meeting, all he does is set the case down in a good place, plug in on the electric-light line, pin the tiny microphone on his lapel, step up on the platform, and commence talking in his ordinary tone.

The wire from the microphone gives him thirty feet in which to make dramatic strides and gestures. An assistant, seated inconspicuously as far as fifty feet away can, by means of remote volume control, help the speaker punctuate his points without actually raising his voice. The system can also be used with an electrical reproducer to amplify phonograph records of music or prepared speeches.

The system was designed by the Bell Telephone Laboratories and the complete equipment is manufactured by the Western Electric Company.

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BREAK DOWN IN CALL LETTER ANNOUNCING

Taking advantage of the latitude given to them by the Federal Radio Commission, some stations are growing careless in the matter of announcing call letters at regular intervals. As the Commission regulation now stands, call letters must be announced by a station every fifteen minutes except where a dramatic or musical program of importance would be seriously interrupted. This would be in such a case as a program by the Philadelphia Orchestra or a special event or memorial broadcast.

Heretofore broadcasters, especially the larger stations were very punctilious in announcing their identity but recently a listener tuned in for almost an hour without being able to learn what station he was listening to.

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Applications Granted
(Oct. 10, 1932)

KGKX, Sandpoint Broadcasting Co., Lewiston, Idaho, modification of C.P. extending commencement date from June 10 to Sept. 15, and completion date from Sept. 10 to Nov. 20, 1932; also temporary renewal of license and designated application for hearing; 1420 kc., 100 watts, unlimited time; WMIL, Arthur Faske, Brooklyn, N. Y., authority to remain silent Sunday, Oct. 9, from 11 P.M. to 1 A.M., and Monday Oct. 10 in order to observe Jewish religious holiday; denied authority to operate Tuesday, Nov. 8 from 12 noon to 1 P.M., and from 10 P.M. to 1 A.M.; KGFW, Central Nebraska Broadcasting Corp., Kearney, Nebr., authority to temporarily reduce hours of operation beginning Oct. 3 from unlimited to specified times pending decision on application requesting one-half of facilities of Station KGFW; WNAX, The House of Gurney, Inc., Yankton, S. Dak., authority to take depositions in re its application for renewal of license set for hearing Oct. 31.

Also, Charles Shannon Breeding, Glendale, Calif., aviation airport C.P. frequency 278 kc., 15 w.; KGTT, Aeronautical Radio, Inc Cheyenne, Wyo, C.P. to change location toWAE Hangar, Municipal Airpor Cheyenne, Wyo.;

Renewal of Licenses

The following stations were granted renewal of licenses for the regular period: WAAB, Boston, Mass.; WADC, Tallmadge, Ohio; WBAA, West Lafayette, Ind.; WBCM, Bay City, Mich.; WHIG, Greensboro, N. C.; WCBA, Allentown, Pa., and auxiliary; WCMA, Culver, Ind.; WDRC, Hartford, Conn.; WEHC, Emory, Va.; WFBL, Syracuse, N.Y.; WCAR, Cleveland; WHK, Cleveland, Ohio; WKBW, Buffalo, N. Y.; WLAC, Nashville, Tenn.; WNBR-KGBC, Memphis, Tenn.; WODX, Mobile, Ala.; WSAI, Cincinnati, O.; WSAR, Fall River, Mass.; WSFA, Montgomery, Ala.; WGMB, New Orleans; WSPD, Toledo, WTAD, Quincy, Ill.; KDFN, Casper, Wyo.; KFAC, Los Angeles, Cal.; KFJR, Portland, Oreg.; KFTY, Spokane, Wash.; KGIR, Butte, Mont., KGNF, North Platte, Nebr.; KGRS, Amarillo, Texas; KLS, Oakland, Calif.; KOMA, Oklahoma City, Okla.; KOY, Phoenix, Ariz.; KSTP, St. Paul, Minn.; KTBS, Shreveport, La.; KWK St. Louis, Mo.

Also, KFAC, Los Angeles Broadcasting Co., Los Angeles, Cal., granted special authority to operate unlimited time, subject to immediate cancellation upon final determination of the issues in the Court of Appeals in the case of KGEF, Trinity Methodist Church, South, Los Angeles, but no later than May 1, 1933.

MISCELLANEOUS - WOR, Bamberger Broadcasting Service, Inc., Newark, N. J., renewal of license application heretofore set for hearing Oct. 28, continued to Dec. 15; WSPA, Virgil V. Evans, Spartanburg, S. C., application submitted June 14, 1930, subsequently amended, to move transmitter locally, install new equipment and change frequency from 1420 to 1190 kc., and increase power from [illegible] w. day, 100 w. night to 5 kw was retired to files for want of prosecution.

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HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING WASHINGTON, D. C.

ISSUED TWICE A WEEK AND CONTAINING THE LATEST INFORMATION REGARDING THE RULINGS OF THE FEDERAL RADIO COMMISSION, RADIO LEGISLATION, DEPARTMENT OF COMMERCE REGULATIONS, CHANGES IN WAVELENGTH, CALL LETTERS AND POWER, PATENTS, EXPORTS, FEDERAL TRADE COMMISSION RULINGS AND OTHER MATTERS OF INTEREST TO BROADCASTERS AND MANUFACTURERS. :: :: **CONFIDENTIAL—NOT FOR PUBLICATION.** :: ::

OCT 18 1932
G. W. JOHNSTONE

National Broadcasting Compa
GENERAL LIBRARY
711 Fifth Avenue, New York,

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No. 570

RMA SECURES AUTOMOBILE SET TAX RULING

Detailed below is the Treasury Department ruling on taxation of automobile receiving sets given out in response to an inquiry by Bond Geddes, of the Radio Manufacturers Association:

"You are advised that automobile radio sets specifically designed and primarily adapted for use in automobiles are considered automobile accessories within the meaning of section 606 (c) of the Revenue Act of 1932 and are taxable when sold by the manufacturer at the rate of 2 per cent under that section, rather than at the rate of 5 per cent under section 607, imposing a tax on certain component parts of radio receiving sets.

"Under section 606 (c) such radio receiving sets may be sold free of tax to a manufacturer of automobiles, who becomes liable for the tax in the same manner as the manufacturer if the sets are resold by him otherwise than on or in connection with, or with the sale of, taxable automobiles.

"When such sets are sold by the manufacturer to a dealer for resale or for installation by him, or to a consumer, the tax is imposed at the rate of 2 per cent under section 606 (c).

"In view of the provisions of section 620 of the Revenue Act of 1932, a manufacturer or assembler of such automobile radio sets may purchase taxable radio chassis, cabinets, tubes, reproducing units, or power packs tax free from the manufacturer thereof, for use as parts of such sets only, provided he furnishes with his purchase order an exemption certificate, in the form prescribed in Article 7 of Regulations 46, to the effect that such articles are purchased for use as material in the manufacture or production of, or for use as a component part of, an article to be manufactured or produced by the purchaser which will be taxable under Title IV or sold free of tax by virtue of section 620 of the Revenue Act of 1932. If radio chassis, cabinets, tubes, reproducing units, or power packs purchased tax free under such a certificate are resold by the vendee otherwise than as parts of radio receiving sets specially designed and primarily adapted for use in automobiles, such resale is taxable under section 607 as if made by the manufacturer or producer."

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RMA SEEKS TO ADVERTISE PROGRAM FEATURES

As a sales promotion enterprise, the Radio Manufacturers' Association management is considering several plans of institutional broadcasting and also advertising. These are designed to increase radio sales by various methods. Wider advertising in the copy of local dealers and jobbers as well as manufacturers' national advertising of programs and features on the air, with less stress on technical features and all radio advertising, is proposed.

Cooperation with the broadcasting interests in securing wider public knowledge of and interest in radio programs also is being developed. Special attention is being given to secure broadcasting of boxing contests, athletics, and other special events which especially stimulate sales of radio.

Another sales promotion project upon which initial work has been done by the RMA management, is to develop advertising of radio by electric power and utility interests, similar to their present promotion of electrical refrigeration.

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CLASSIFICATION GIVES RACE AND NATIONALITY OF SET OWNERS

Radio sets are owned by 44.4 per cent of the native white families of the United States, by 43.6 per cent of the foreign-born white families, and by 7.5 per cent of the Negro families, according to a census statement.

Out of 29,904,663 families in 1930, it was reported that 12,048,762 or 40.3 per cent, owned radio sets.

Out of the 17,372,524 urban families in the United States, 8,682,176 or 50 per cent, had a radio set; of the 6,604,637 rural-farm families, 1,371,073, or 20.8 per cent; of the 5,927,502 rural-nonfarm families, 1,995,513 or 33.7 per cent; and of the total number of farm families (6,668,681), including the small number living in urban territory, 1,399,495, or 21 per cent, had a radio set.

In the urban population, 56.3 per cent of the native white families had a radio set, 46.2 per cent of the foreign-born white families, and 14.4 per cent of the Negro families; in the farm population, 24.2 per cent of the native white families had a radio set, 32.2 per cent of the foreign-born white families, and only three-tenths of 1 per cent of the Negro families.

The three states having the highest percentage of families reporting a radio set were New Jersey, with 63.4; New York, with 57.9; and Massachusetts, with 57.6. The three States reporting the lowest percentages were Mississippi, with 5.4; South Carolina, with 7.6; and Arkansas, with 9.1.

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COMMISSIONER'S DAUGHTER AT STATION WRC

The family of Commissioner Harold A. Lafount is radio-minded. Mrs. Elsie Dotson, his daughter, is the new day-time hostess at Station WRC, Washington, while another daughter, Mrs. Leonore Romney, is frequently heard over that station in selected readings.

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"LIVING MUSIC" STRIKES BACK AT RADIO

Striking back at the radio, the mechanization of theatre music and other kinds of entertainment which have been a blow to hitherto employed musicians, several cities throughout the country are staging what is known as "Living Music Day". It is sponsored by the local union of the American Federation of Musicians in each city and the idea is to develop new fields and new outlets for musical talent.

The way "Living Music Day" was put on in one city recently is typical of what will probably be attempted throughout the entire United States. Several hundred members of the local musicians union donated their services for the day. This group included a 40-piece brass band and ten orchestras.

In the morning there was a massed-band parade of the musicians through the main streets of the city. Thereafter at short intervals throughout the day, free concerts were given by dance orchestras in the principal department, music and other stores in the city. Also musical talent was donated for use in the theatres and hotels.

As a grand climax, a massed band concert was given in the evening at the intersection of the two main streets of the City, where a bandstand had been erected especially for the occasion. The concert was followed by a free community dance, with four orchestras playing.

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RADIO SERVICE MEN TO CONVENE

The first intersectional conventions of the Institute of Radio Service Men are being planned. The date for the meeting in Chicago has been tentatively set for January 9, 10 and 11 and negotiations are under way at this time to determine the best time for holding a similar meeting in New York.

The outline of the plan for conventions of the Institute calls for the holding of intersectional conventions at different Section Headquarters cities during the course of a radio season, although it is probable that the New York and the Chicago conventions will be the only ones held during the 1932-33 season, paving the way to more extensive activities the following year.

K. A. Hathaway, of 538 South Clark Street, Chicago, is the Executive head of the Institute.

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SYKES DIRECTS U.S. PLAN ON CENSORED MESSAGES

Judge Eugene O. Sykes, chairman of the United States delegation at the World Telegraphic and Communications Congress, has assumed personal direction of the American proposal for quick checks on censored messages, reads an Associated Press dispatch from Madrid, under date of October 17.

The American proposal is expected to enter the stage of formal debate shortly, and it is understood the project had been unchanged except in minor details.

The American idea revolves about a plan for notification of a sender immediately regarding messages in which words have been deleted or a message halted by a censor.

The American delegation in Madrid have been informed concerning Mexico's recent authorization to Dr. John R. Brinkley, the Kansan who interests himself in radio, the physical well-being, and politics of the country, to construct a 500,000 watt station in Villa Acuna, Mexico.

The American delegates and the Mexican delegates in Madrid may be able to -agree in the matter, thus preventing actual construction of the station, which, it is feared will practically ruin the broadcasting of several American and Canadian stations.

If the Madrid negotiations fail, it is believed the Department of State will invite Canada to join us in informal protests to Mexico City.

These international difficulties are the outgrowth of the removal of Brinkley from the air by the Federal Radio Commission in 1930, after doctors representing the American Medical Association and the Johns-Hopkins University, testified that Brinkley's goat-gland advice and patent medicine sales were a menace to the public health.

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KLUGH BELIEVES BROADCAST BAND WILL BE WIDENED

Paul B. Klugh, of Chicago, representing the Radio Manufacturers Association, at Madrid, cables that the conference was deadlocked by the votes of each country entitled to representation, but that his opinion was that there was a good chance of success in the effort to broaden the radio broadcast waveband.

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Two valuable reports on radio interference, advising the industry and also the public on interference prevention, prepared by the Joint Committee of the RMA, NELA, and NEMA, will be distributed soon to members of the three Associations.

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NEW "COLD LIGHT" TELEVISION TUBE DEMONSTRATED

A new radio tube, heralded as a practical source of unlimited "cold light" with which television screens can be flooded, was demonstrated in New York last week by the Myers Electrical Research Laboratory in the Chrysler Building. The engineers asserted the bulb had overcome a tremendous obstacle in television by responding instantaneously and completely to the rapid fluctuations of radio waves that carry images.

The lamp generates 250,000 candle-power of light, and that, according to research engineers, is what television needs to flood the screen with illumination that clarifies the pictures. The efficiency of the new lamp is estimated by the engineers as twenty times that of the best incandescent lamp and from six to seven times as brilliant as the carbon arc lamp. It is called a "cold" light because most of the electric energy goes to produce light and not heat, as is the case with an incandescent lamp.

It was pointed out that the incandescent lamp gives a mean illumination of approximately 1.67 candlepower to the watt. The arc lamp (yellow) generates about 2.94 candlepower to the watt, and the "cold" bulb produces upwards of twenty candlepower for each watt of electricity consumed. So little heat is generated that the "cold" tube in operation can be held in the hand. It can be used in all processes of recording or projecting film pictures without heat-protective devices. There is no radiant heat to shrink the film.

"An adequate source of light of great brilliancy and quick responsiveness has been the limiting factor in television", said Elman B. Myers, the inventor. "The mechanics of television have been fairly well established, but a satisfactory light source was lacking."

The new tube is known as "an inductively energized lamp", which creates light by the disassociation of the mercury atom. This is accomplished by placing the lamp inside a coil of copper tubing through which a high-frequency current circulates. Vacuum tubes generate the current.

The lamps vary in size from an inch in diameter to about two and a half inches. The larger lamps are capable of greater illumination. The small lamp is employed in the television circuit. A thimbleful of mercury is used inside of each bulb.

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B.B.C. TRANSMITS TELEVISION

The first television transmissions were sent out by the British Broadcasting Company recently, according to a report by Trade Commissioner F. E. Sullivan, London.

Previously, television programs were provided by a private company, mainly from its own studio. However, the British Broadcasting Company has now entered into a two-year contract with the company for a series of experimental transmissions.

At the present time it appears that the Baird process will continue to be the basis of the experiments, but the British Broadcasting Company reserves the right to use any system it wishes.

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ROUGH SLEDDING FOR EDUCATIONAL STATIONS

Educational broadcasting stations are having a desperate struggle in trying to make a go of it financially these days. Some have resorted to selling time and others may have to go out of business. Most of them have a hard year ahead of them, according to the Federal Office of Education.

The number of these stations has declined until there are now only 46 stations owned and operated by schools, colleges, universities, and municipal, State and Federal agencies, and other organizations of an educational nature. In 1925 there were 122 educational and civic stations.

"Much attention has been given in recent years to the decline in the number of educational broadcasting stations", according to the Federal Education Office. "These now are but 7.6 per cent of the total number of stations on the air.

"The Federal Radio Commission recently furnished information showing that 23 of these stations had been assigned voluntarily at the request of the educational institution to a person or corporation engaged in commercial enterprise; 18 had been deleted by reason of voluntary abandonment; and 10 had been deleted for cause. The statistics of the Commission were based on information concerning licenses granted to 95 of the stations between Feb. 23, 1927, and Jan. 1, 1932.

In 1925 the 122 educational and civic stations represented 20.9 per cent of the total stations on the air. The decline has been as follows: In 1926 there were 105; in 1927, 104; in 1928, 98; in 1929, 78; in 1930, 65; in 1931, 58; and at present there are 46. It will be observed that during this period educational stations declined from 20.9 per cent of all stations to 7.6 per cent.

As the educational stations have faced increasing financial difficulties, the commercial stations in turn have extended to them greater facilities. Commercial stations have shown increasing cooperation and sympathy with them. In addition to this, the commercial organizations continue to move forward in experimentation with the radio for a variety of educational programs of their own. Here again they solicit the educator and a variety of talent for consummating educational features of value and continuity."

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STATIONS MUST HAVE CALIBRATION CHECK

The Federal Radio Commission will not extend further the working of Rule 145, which requires stations to keep within 50 cycles of their assigned frequencies, to those stations having installed approved frequency monitors, but having failed to obtain a satisfactory check of the calibration.

The Commission statement follows:

The Commission, on Oct. 4, decided not to extend further the working of Rule 145 in case of broadcast stations that have installed approved frequency monitors but that have not obtained a satisfactory check of the calibration. All stations in this class should proceed immediately to obtain the necessary check. This must be done before it can be considered that the frequency monitor is in all details operating according to the requirements of Rule 145. However, if an approved monitor is installed and due diligence is being exercised in obtaining a check and the required calibration, Rule 145 may be considered satisfied.

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WEATHER INFLUENCES SOUND ABSORPTION

During the past two years a study has been made at the Bureau of Standards of the sound-absorbing properties of air under varying conditions.

When air is very dry, sound is absorbed much more readily than when the air is full of moisture, it was found. Also when the temperature is high, sound is absorbed better than when it is cold. This increased absorption is most pronounced for sounds of high pitch. Thus the conditions for maximum absorption are those prevailing on a hot, dry day. Under these conditions it has been found that sound can not be heard as far as on a cool, damp day. This problem is of considerable interest to broadcasting studios where an attempt is made to keep the absorption constant. This can be done by the use of an air conditioning system, and in many studios such control has been installed.

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CANADIANS PREPARE TO INAUGURATE GOVERNMENTAL RADIO

One of the first moves on the part of the new Canadian Radio Commission was to set in motion a machine for the collection of the $2 annual license fee on radio receiving sets. The Canadian radio law, like that of Great Britain, requires that each set owner take out a license.

Up to this time the listeners have not been forced to pay the fee. Now, however, local dealers will be allowed to sell the licenses to new set buyers. A license must be produced before a service man is allowed to make repairs on a set. And a fine of $50 or a three months' prison sentence is the penalty for failure to pay this tax.

The Canadian radio commission is composed of Hector Charlesworth, chairman, formerly editor of a Toronto weekly; Thomas Maher, of Quebec, an editor; and Lieut. Col. W. A. Steel, of Ottawa, a government radio engineer. Gladstone Murray, Canadian-born vice president of the British Broadcasting Corporation, will be a special assistant to the Commission.

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R.M.A. BOARD TO MEET FRIDAY

There will be a meeting of the Radio Manufacturers Association board of directors in New York on Friday. There will be a discussion of the holding of the Annual R.M.A. Trade Show.

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BAR ASSOCIATION OPPOSED TO BROADCASTING OF COURT TRIALS

The American Bar Association has gone on record as being opposed to the broadcasting of court trials. When a sensational murder trial in Los Angeles, Calif., was broadcast, the Los Angeles bar association disapproved, investigated and protested to the national group. The Professional Ethics and Grievances Committee reported on the question last week at the Association's annual convention, submitting a resolution opposing such broadcasting.

Comment on this resolution is hardly necessary", the report read. "It would seem incredible that such an invasion of the sanctity of a court room could be thought to be compatible with the dignity which should surround administration of justice according to law."

Radio was the subject of another long committee report, which condemns radio lotteries, horoscopes, fortune telling, etc., and recommends reform in objectionable radio advertising features, but opposes possible Government ownership or direct control of stations and broadcasting as impracticable.

It was also held that radio stations should be subject to the same lottery restrictions and penalties as newspapers.

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NBC NEW ACCOUNTS AND RENEWALS

NEW - Silent Glow Oil Burner Corp., Hartford, Conn.; Agency - Charles W. Hoyt, Inc.; Started- Oct. 6 - 13 weeks, Daily except Sunday, approximately 1:00 p.m., EST., WGY only, weather report.

NEW - Buick Motor Car Co. (Autos), Detroit, Mich.; Agency - Campbell Ewald Co., General Motors Bldg., Detroit; Starts - October 24, for 23 weeks, Mondays - 9:30-10:00 p.m., EST, Basic red, NW SE SC NW Mt. Orange KFSD KTAR; Program - "The Buick Travelers" - Paul Whiteman and his Orchestra.

NEW - Chevrolet Motor Car Co. (Division of General Motors), Detroit; Agency - Campbell Ewald & Co., Detroit; Starts - Nov.18 for 39 weeks; Fridays, 10:00-10:30 p.m., EST, Basic red NW SE SC SW Mt. Orange KFSD KTAR - Program - "Big Six of the Air with Al Jolson" - Al Jolson, quartet and orchestra.

RENEWAL - General Electric Co. (Electrical Appliances), 120 Broadway; Agency - Batten, Barton, Durstine and Osborne, 383 Madison Avenue; Started- Oct. 10, 1932; Mon. Wed. and Fridays, 5:45-6:00 p.m., EST; WEAF, WTIC, WTAG, WJAR, WCSH, WLIT, WFBR WGY WBEN WCAE WTAM WWJ WSAI WENR KSD WOC WHO WOW WDAF (WEEI MON & WED.) (WRC WED. ONLY) WTMJ WIBA KFYR KOA KDYL ORANGE; Program - G.E. Circle; Program: Mon. Albert Payson Terhune; Wed. Mrs. Littledale; Fri. Madame Sylvia; Every broadcast - Grace Ellis, Heywood Broun, Theodore Webb, Eddie Dunham Ted Jewett.

CHANGE in Schedule - Carnation Milk Co., "Contented Program" - Mondays 10:00 - 10:30 p.m., on WEAF network. The last program on old schedule will be given Oct. 24, 1932, 8:00 to 8:30 p.m., on WJZ.

NEW STATION LIST - Basic red exc. WEEI WTIC WJAR WTAG WCSH Phila. WFBR WRC; NW exc. WIBA WDAY; SE exc. WWNC WIS; SC exc. WAPI, WJDX WSMB; SW exc. KTHS KTBS.

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CBS NEW AND RENEWED CONTRACTS

Jo-Cur, Inc., Chicago, Ill., (wave setting lotion); Agency - Blackett-Sample-Hummert and Gardner, NYC; Starts, Oct. 16; Program - Musical; Basic network- 14 stations, 1 supplementary.

International Silver Co., Meriden, Conn.; Agency - The Ralph H. Jones Co., NYC; Starts Nov. 10. Program - Tony Wons; Basic network - Don Lee, Florida group, plus 17.

Buick-Oldsmobile-Pontiac Sales Co. (Div. of General Motors), Detroit (Motor cars); Agency - Campbell Ewald Co., Detroit; Starts Jan. 5, 1933; Program - Musical; Basic network, Florida group, Don Lee.

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Applications Received

WRC, National Broadcasting Co., Inc., Washington, D.C. CP to make changes in auxiliary transmitter; WGLC, O. T. Griffin and G. F. Bissell, Glenn Falls, N.Y., CP to move station to Hudson Falls, N.Y., and install new equipment amended as to equipment and increase in operating power from 50 w. to 50 w. night, 100 w. day; New, The Building Industries Broadcasting Co., Cincinnati, Ohio, CP for new station to use 900 kcs., 250 w. daytime. This application supersedes application 2-P-B-2659, filed in name of The Building Industries Exhibit, Inc.; also

WAMC, Raymond C. Hammett, Anniston, Ala., install automatic frequency control; KOB, New Mexico College of Agriculture, Albuquerque, N. Mex., license to cover CP issued Aug. 5, 1932, for change location from State College, N. Mex., change equipment and decrease operating power from 20 to 10 kw.; WMCA, Knickerbocker Broadcasting Co., Inc., New York City, license to cover CP issued March 11, 1932, change location transmitter to Flushing, N.Y.; WGY, General Electric Co., Schenectady, N.Y., modification of license to use old 50 kw. transmitter as auxiliary at same location as main transmitter; and

WICC, Bridgeport Broadcasting Station, Bridgeport, Conn., modification of license to change from specified hours to unlimited hours except for those specified on license of Station WCAC, WICC, CP to move transmitter to Stratford, Conn.; WSPA, The Voice of South Carolina, Spartanburg, S.C., modification of license to change frequency and power from 1420 kc., 100 w. night, 250 w. LS, to 590 kc., 250 w., resubmitted, without change; WCSC, The South Carolina Broadcasting Co., Inc., Charleston, S.C., modification of license to change frequency and power from 1360 kcs., 500 w., to 1450 kcs., 500 w. night, 1 kw. day, facilities of WTFI resubmitted and amended to request change of frequency only; also

WTFI, Liberty Broadcasting Co., Athens, Ga., construction permit to change location transmitter and studio to Greenville, S.C., change equipment, change frequency and power from 1,450 kcs., 500 w. to 1,360 kcs., 500 w. night, 1 kw. day, facilities to WCSC resubmitted and amended to omit request for increase power and facilities of WCSC, location to be determined but not more than 5 miles from Greenville, S.C., equipment also amended as to antenna system.

The following applications for renewal of license have been received: WJBW, Charles C. Carlson, New Orleans, La., 1200 kc., 100 w., shares WABZ; WHBC, Edward P. Graham, Canton, Ohio, 1200 kc., 10 w., special hours; WNBW, Inc., Carbondale, Pa., 1200 kc., 10 w., unlimited; KRMD, Inc., Shreveport, La., 1310 kc., 100 w., special hours; KFXD, Frank E. Hurt, Nampa, Idaho, 1200 kc., 100 w., unlimited; KGEZ, Donald C. Treloar, Kalispell, Mont., 1310 kc., 100 w. unlimited; KCRJ, Charles C. Robinson, Jerome, Ariz., 1310 kc.; WIBU, William C. Forrest, Poynette, Wis., 1210 kc., 100 w., unlimited; WSBC, World Battery Co., Inc., Chicago, Ill., 1210 kc., 100 w., special hours.

WCOA, Pensacola Broadcasting Co., Pensacola, Fla., 1340 kc., 500 w., unlimited; KID Broadcasting Co., Idaho Falls, Idaho, 1320 kc., 250 w. night, 500 w. local sunset, unlimited;

The following renewal applications have been resubmitted:

WLBG, Inc., Petersburg, Va., 1200 kc., 100 w. night, 250 w. local sunset, unlimited; WCOD, Keystone Broadcasting Corp., Harrisburg, Pa., 1200 kc. 100 w., shares WKJC; WROL, Stuart Broadcasting Corporation, Knoxville, Tenn., 1310 kc., 100 w., unlimited; WKJC, Lancaster Broadcasting Service, Inc., Lancaster, Pa., 1200 kc., 100 w., shares WCOD; WDAH, Tri-State Broadcasting Co., El Paso, Texas, 1310 kc., 100 w., shares KTSM; KVOS, Inc., Bellingham, Wash., 1200 kc., 100 w., unlimited; WCLS, Inc., Joliet, Ill., 1310 kc., 100 w.; WFDF, Frank D. Fallain, Flint, Mich., 1310 kc., 100 w., unlimited; WEBQ, Harrisburg Broadcasting Co., Harrisburg, Ill., 1210 kc., 100 w., S.H.

Applications Other Than Broadcasting

National Broadcasting Co., Inc., portable and mobile, new general experimental CP for 34,600, 41,000, 51,400, 60,000 to 400,000 kc., 5 w.; Northern Radio Co., portable in State of Wash., new general experimental CP for all experimental frequencies and power up to 1,000 w.; Charles J. Paine, new exp. aircraft license for 60,000 kc., 1 w.; W1XK, Westinghouse Elec. and Mfg. Co., portable and mobile, initial location Chicopee Falls, Mass., license to cover CP for 1,594, 2,398, 3,492.5, 4,797.5, 6,425, 8,655, 12,862.5, 17,310, 23,100, 25,700, 26,000, 27,100, 34,600, 41,000, 51,400, 60,000 to 400,000, 401,000 and above. 100 w. general exp.;

W1XH, New England Tel. & Tel. Co., Boston, Mass., license to cover CP for special exp. station on 2,322 kc., 50 w.; KHK, Mutual Telephone Co., Wahiawa, Oahu, T.H., modification of coastal telegraph license to change frequencies and frequency range for transmitter No. 502 to Calling 8280; working 8,580 (Transmitter No. 502 - 5,000, 9,000 kc.); WAE, RCA Communications Inc., Rocky Point, N.Y., modification of point-to-point telegraph CP to change frequencies to 7,400, 14,800 kc., and to change emission. WAD, modification of point-to-point telegraph CP to change frequencies to 4,050, 13,465 kc., and to change emission.

City of Muskegon, Michigan, new CP for 2,414 kc., 50 w., municipal police; Bayonne Police Dept., mobile, Bayonne, N.J., new CP for 43,000-52,000, 63,000-72,000 kc., 6 w., general experimental; KGQZ, Aeronautical Radio, Inc., San Diego, Calif., CP for new transmitter and increase in power to 400 w., aeronautical station; W8QZ, Goodyear Tire & Rubber Co., Suffield, Ohio, license covering CP for 3,492.5, 4,797.5, 6,425, 8,655 kc., 150 w., gen. experimental; WIEH, Knickerbocker Broadcasting Co., portable, renewal of broadcast pickup license for 1,518 kc., 100 w.

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HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING WASHINGTON, D. C.

ISSUED TWICE A WEEK AND CONTAINING THE LATEST INFORMATION REGARDING THE RULINGS OF THE FEDERAL RADIO COMMISSION, RADIO LEGISLATION, DEPARTMENT OF COMMERCE REGULATIONS, CHANGES IN WAVELENGTH, CALL LETTERS AND POWER, PATENTS, EXPORTS, FEDERAL TRADE COMMISSION RULINGS AND OTHER MATTERS OF INTEREST TO BROADCASTERS AND MANUFACTURERS. :: :: CONFIDENTIAL—NOT FOR PUBLICATION. :: ::

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No. 571

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OCT 21 1932
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STATIONS GUARD AGAINST LIBEL IN POLITICAL ADDRESSES

The broadcasters are now in the midst of the busiest days of this year. And in addition to the greatly increased activity in the broadcasting studios in all parts of the country caused by the last-minute rush of political speakers to microphones, the broadcasters must be constantly on the lookout for libelous statements during the last few days of the campaign. Station owners are apprehensive that in the last hours of the most bitterly fought contest in years, political speakers may digress from their prepared addresses and inject libelous statements, thinking they will be able to get away with it unnoticed.

While the key stations of the networks have legal departments which may be called upon to pass on whether or not a statement is libelous, there is seldom occasion for the chains to refer speeches to their lawyers. One explanation is that the networks deal with the more responsible candidates in both parties -- men who realize that attempts to further their own cause by defamatory or libelous statements are futile. Then, too, the chains avoid, insofar as possible, having to present a speaker whom they know to be radical in his views and speech.

The reverse is true. It is the smaller, independent stations who have not the protection of legal advisors, who run the most risk of having libelous statements go out over their transmitters. Candidates in the smaller cities and communities who have their state or municipal affairs very close to heart are far more apt to forget themselves and make derogatory remarks about opponents than the nationally-known political speaker.

The laws of libel and slander are basically the same--both concerning injury to a person's or corporation's name, reputation, credit or business.

Generally speaking, if a man holds a public office or is a candidate for such office, his political opponent may criticize his conduct in office and his general qualifications for the office. In such instances, if a libel or slander suit is filed, the speaker or the radio station could plead privilege. If the speaker goes beyond his privilege, however, and makes derogatory remarks about the personal life and habits of his political opponent, the privilege is destroyed. Speakers do frequently overstep this line in political campaigns and it is the lookout of the broadcasters to keep such statements off the air.

The broadcasters, acting upon an interpretation of the section of the Radio Act of 1927 having to do with political broadcasts, argued before the Supreme Court of Nebraska, have declared they will do all in their power to keep defamatory and libelous statements by political speakers off the air. Actually, until there is a ruling once and for all, their position is uncertain.

The section of the Radio Act referring to political broadcasts reads:

"If any licensee shall permit any person who is a legally qualified candidate for any public office to use a broadcasting station, he shall afford equal opportunities to all other such candidates for that office in the use of such broadcasting station, and the licensing authority shall make rules and regulations to carry this provision into effect: Provided, That such licensee shall have no power of censorship over the material broadcast under the provisions of this paragraph. No obligation is hereby imposed upon any licensee to allow the use of its station by any such candidate."

When this section was written it is believed the sole idea of the committee which framed the Act was to secure fair treatment for all political speakers and that it did not realize that the line, "Provided, That such licensee shall have no power of censorship over the material broadcast under the provisions of this paragraph" might place the broadcaster in such position that, should one of the politicians thus protected insist upon being allowed to go on the air with a statement which the broadcaster knew to be defamatory or libelous, he might be adjudged guilty and assessed damages.

The Supreme Court of Nebraska held that the radio broadcasting station is liable for defamatory statements uttered by a political speaker and broadcast by the company's station, notwithstanding the above statutory provision prohibiting censorship of material broadcast. In view of this decision, which is the broadcasters only guide at present, any speaker submitting a speech which contains statements believed to be defamatory or libelous, will have the fact pointed out to him. Should he decline to make any change in his copy, the station will refuse him the use of their transmitter, preferring to have the political speaker carry his case into the courts, rather than to permit the libelous statement to be broadcast, Should an extemporaneous speaker start to utter a defamatory statement, the microphone will be switched off as soon as the station management recognizes what the speaker is about.

This whole situation was aired in the Nevada courts in the case of Sorensen vs. Wood, et al. C. A. Sorensen, who was a candidate for reelection as attorney general brought action for $100,000 damages against Richard F. Wood, who was the speaker, and against KFAB Broadcasting Company, owner and operator of the station over which the speech was broadcast from Lincoln, Nebraska. The jury found in favor of Mr. Sorensen as against Wood, assessing damages at one dollar, and found in favor of the defendant company. Judgment was entered on the verdict against Wood for one dollar, absolving the broadcasting company from liability and awarding it execution for its costs. Mr. Sorensen appealed.

The Nevada Court held (1) the Federal Radio Act confers no privilege to broadcasting stations to publish defamatory utterances; (2) when one writes libelous words concerning another and reads them before the microphone, with the consent of the owner of the broadcasting station and such owner broadcasts those words, the reader and owner unit in the publication of a libel and may be joined as defendants in an action for damages; (3) an action to recover damages for the broadcasting of a defamatory writing is based on libel and not on negligence; (4) that a licensee of a radio broadcasting station is a common carrier within the meaning of the interstate commerce act is not available as a defense under the issues and evidence of the case.

The Federal Radio Commission is also receiving complaints about the coverage obtained by political speakers due to use of different powers. For instance, one candidate may go on the air in the afternoon over a station which uses 1000 watts power during the day. His opponent will use the same station at night, when the power has been cut down to 500 watts. The Democrat then complains that the Republican candidate had a larger audience due to the higher power, or vice versa. Charges of favoritism are being received from both parties.

The Commission can only reply to Republicans and Democrats alike that the speakers will have to look out for themselves in such matters. The Commission has found it necessary to reduce night-time power on several dozen stations in order to accommodate all the broadcasters. Therefore, if one candidate goes on in the daytime and gets a wider coverage than would be the case at night, it is up to the opponent to secure a daytime period in order to obtain equal coverage.

So far there have been no suits brought against broadcasters for slanderous, libelous and defamatory statements this year, but the campaign goes merrily on and the broadcasters will not cease their vigilance until Election Day is history.

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NEW ANTENNA MAKES APPEARANCE IN GERMANY

The new broadcasting station in Braslau, Germany, has an antenna of entirely different design. A bronze cross 10 meters in diameter is the base for a 140-meter wooden tower, said to be the highest in Europe. This single very high mast is said to give the broadcasting station greater distance. Experiments were made in the laboratories of the Telefunkengesellschaft before the construction was commenced.

The new Berlin transmitter will be modeled after the Braslau station, save that the tower will not be quite so high.

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POLICE RADIO RIGHTS IN STATE CONTESTED

The Federal Radio Commission is pondering over testimony submitted favorable to and opposing the application of Station WHP, Harrisburg, Pa. for the facilities of Station WBAK, operated by the Pennsylvania State Police, which now shares daytime hours with WHP.

The permission given the State Police Department to operate Station WBAK, Douglass D. Storey declared on behalf of Station WHP, represents a clash between the fundamentals of the European system of radio operation by the government and the American commercial system. He contended further that Station WBAK is being used for propaganda purposes to capitalize the various departments of the State government.

Denial that any question of State monopoly is involved was made by Horace L. Lohnes, on behalf of Station WBAK, who pointed out that WBAK operates but 16 hours weekly while WHP is on the air 98 hours. Replying to the contention by Mr. Storey that no legislative authority had been given in Pennsylvania for such radio operation, Mr. Lohnes told the Commission that the Attorney General had decided that the appropriation acts conveyed ample authority for maintenance of the station.

While Station WHP seeks a modified license permitting it to take over the time of WBAK, the police-controlled station requests renewal of its license. The cases were first heard last June. Station WHP proposes to make its facilities, provided WBAK's time is allotted to it, available to the State for broadcasting of such "important matters as are now broadcast over Station WBAK."

Mr. Storey pointed out that the sharing of time with WBAK handicaps Station WHP in its activity as a part of the Columbia network.

Mr. Lohnes told the Commission that the police have point-to-point stations for exchange of information, and contended that whether or not the State had granted authority for the station was beyond the jurisdiction of the Federal agency.

The report of the examiner, Elmer W. Pratt, to the Commission had recommended denial of WHP's request and the granting of WBAK's application for continued operation. Mr. Pratt concluded further that, although under the present time-sharing division, WHP is precluded from giving a full time "regional" chain program service to the Harrisburg area, the same service is available from other existing stations. While assignments of more time to WHP would result in better service to the community from that station, the benefit would not be such as to offset the elimination of WBAK's service, he said. The Commonwealth of Pennsylvania, he pointed out, has a substantial investment in WBAK, of which it should not be deprived without compelling reasons.

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WJSV OPENING IS NATIONAL EVENT

With congratulatory messages from President Hoover, Governor Roosevelt, Governor Pollard of Virginia, and Governor Ritchie of Maryland, the opening of WJSV, the new Columbia 10,000 watt station, across the Potomac from Washington, assumed national proportions.

"The operation of a broadcasting station presents not only an opportunity but a responsibility to serve the public by carrying to the people authoritative information upon government operation and informed opinion upon issues of great national concern", was the greeting of President Hoover

"Used as a medium for the dissemination of events of national import and as a platform for the discussion of governmental topics", Governor Roosevelt wrote, "WJSV will be performing a great public service in the interests of good government".

Eleventh hour changes had to be made in the musical portion of the dedicatory program of WJSV when the Army, Navy, and Marine Bands were prevented from participating in the broadcast due to objections of the American Federation of Musicians. Leon Brusiloff's orchestra, composed of union musicians, filled in the time allotted to the three service bands.

Union musicians from time to time have protested against the Army, Navy and Marine Bands taking part in parades and other ceremonies of an unofficial character but this is the first time objection has been raised to their broadcasting activities. The action was construed to mean that this might be the beginning of a movement by the union musicians to rule the service bands off the air entirely.

The Columbia network at 10 o'clock through Station WABC, New York, dedicated half an hour to the new station. American theme music was played by Andre Kostelanetz and his Orchestra. This was followed by a "Radio Round-Up", comprising the greatest array of Washington talent ever heard over a local station. Participating also were the famous Mills Brothers, who are playing in a local theatre this week.

The new station will go on the air regularly Friday morning, Oct. 21, taking over the network programs formerly carried by Station WMAL, which today becomes an independent local station.

It is no secret that the National Broadcasting Company would like to work out some satisfactory arrangement with M. A. Leese, local merchant who owns and operates Station WMAL, whereby the NBC-WJZ programs might be brought into Washington. The NBC is understood to have offered to lease the station on a yearly basis but they were unable to reach an agreement with Mr. Leese on the figure. Now that the station is an independent, however, negotiations may be renewed.

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DUTCH CONDUCTOR PRAISES GERMAN SYSTEM

Willem Van Hoogstraaten, conductor of the Portland, Ore. Symphony Orchestra, returning from a summer abroad spoke in high terms of the German plan of disseminating symphony music by radio, under which a two-mark tax is imposed by the State on each radio receiver. This sum meets the expenses for paying the salaries of the musicians and singers and eliminates the advertising talks which are so tiring to the listeners, he explained.

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WABC RULING AFFIRMED

Ruling by the Supreme Court of New Jersey at Trenton that the governing authorities of Wayne Township, Passaic County, had no right to revoke the permit for construction of a 50,000 watt plant of the Atlantic Broadcasting Corporation's Station WABC was affirmed today by the Court of Errors and Appeals. The company obtained a building permit from the municipality three years ago, and after construction had begun, the license was revoked on the ground the high-powered transmitter would interfere with reception from other stations outside the vicinity.

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ALLEN STICKS TO $250,000 RADIO FIGURE

Despite the assertion of Claude G. Bowers, Democratic speaker, that the Republicans will spend $2,500,000 on radio during this campaign, Henry J. Allen, Republican publicity director, declares the radio appropriation will not exceed $250,000.

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YOUNG LITTLEPAGE GRANTED SHORT WAVE PATENT

Thomas P. Littlepage, Jr., of Washington, has just been notified by the Patent Office that his application No. 239,766 has been allowed. This device is a long and short wave receiving set and according to the statement of the inventor, "Comprises means for adapting one receiver to stations both in the broadcast and the short wave bands without sacrificing the efficiency of the receiver in either band."

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GERMAN RADIO EXPORTS SHOW DECLINE

For the first time since 1926, German exports of radio sets and parts declined in the first half of 1932, according to a report from Vice Consul C. T. Zawadzki, Berlin.

These exports in the first six months of the year totaled 1,844 metric tons as compared with 3,580 tons in the corresponding period of 1931. Exports in 1926 were 2,980 tons for the full year, and in 1931 totaled 8,103 tons.

According to the report, the decrease in exports was accounted for by decreased shipments to Great Britain. Exports to Italy and the Argentine also dropped sharply in comparison with previous years.

The only important increase in shipments in the first half of the current year was to French buyers who took radio sets and parts valued at 3,390,000 marks (mark equals about 23½ cents at current exchange) as compared with purchases totaling 2,990.000 marks in the first half of 1931.

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SUPREME COURT DENIES TEST IN HAZALTINE PATENT SUIT

Petition to the Supreme Court of the United States for review of a case involving a controversy over the alleged infringement of Hazeltine Patent No. 1553858, relating to radio high vacuum tubes and control of undesired regenerative effects, by means of neutralizing circuits, was denied by the highest court in the Radio Corporation of America vs. Hazeltine Corporation, No. 355.

Respondent sued for the alleged infringement and the United States Circuit Court of Appeals for the Second Circuit held the patent was valid on authority of its prior decision in Hazeltine Corp. vs. Wildermuth, 34 F. (2nd) 635, and Hazeltine Corp. vs. National Carbon Co., 47 F (2d)573.

The patent of respondent covers, particularly, so-called plate circuit neutralization in which a neutralizing coil is associated with plate of output side of tube, neutralization being effected wholly within the plate circuit.

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Among the members of the Independent Citizens Committee of New York City whose purpose is re-elect United States Senator Robert F. Wagner, is David Sarnoff, president of the Radio Corporation of America.

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TWO THEATRES FIGHT FOR NAME "ROXY"

Federal Judge Francis G. Caffey reserved decision Wednesday in New York after hearing arguments on cross-motions for preliminary injunctions against the use of the name "Roxy" by either the Roxy Theatres Corporation, of which Harry G. Kosch, is receiver, or by the Radio-Keith-Orpheum Corporation.

The receiver, supported by attorneys for several committees of security holders, declared that the name "Roxy" was the theatre's most important asset, and that the transfer of the services of Samuel L. (Roxy) Rothafel from the theatre bearing his name to KRO did not justify the latter in using Roxy's name for a theatre it will open in Rockefeller Center in a few weeks.

Alfred L. Rose, attorney for Mr. Kosch, described Rothafel's switch to RKO as a "nefarious scheme by a faithless trustee and corporate officer", explaining that at the time of his resignation the theatre directors had no idea he would carry his prestige into the camp of a competitor.

Bruce Bromley, attorney for Rothafel and RKO, replied that the terms of the former's contract with Roxy Theatres "exploded the dramatic story of a nefarious plot". He read a clause in that contract which meant, he said, that the use of the name "Roxy" was granted only during the life of the contract. This was terminated at Rothafel's request on March 29, 1931.

Mr. Bromley said he believed that the directors had known at the time about Rothafel's plans, but were anxious nevertheless to accept his resignation because he was then being paid $3,000 a week.

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Information is being secured from all RMA members for compilation and distribution of a new directory of members and their products. This will be a complete directory of radio products of all Association members and will include a roster of all executive personnel. Members who have not replied to the RMA questionnaire for inclusion of their company's products in the new industry directory are urged to send the data at once to RMA Headquarters, 307 N. Michigan Avenue, Chicago.

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RCA SUIT MAY GO TO TRIAL NOVEMBER 15

Apparently well established but unconfirmed reports are in circulation that the suit of the Government against the Radio Corporation of America, et al. will go to trial before Judge Nields in Federal District Court at Wilmington, Del., on November 15. The trial was to have started October 10, but the Department of Justice announced that postponement was necessary due to the illness of Judge Nields.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted
(Oct. 18, 1932)

WCAU, Universal Broadcasting Co., Philadelphia, Pa. granted license 1170 kc., 50 kw., unlimited time, covering move of transmitter from Byberry to Newton, Pa., installation of new equipment and increase in power from 10 to 50 kw; KXYZ, Harris Co., Houston, Tex., granted license, 1440 kc., 250 w., unlimited time, covering change in frequency power and hours of operation and consolidation with Station KTLC; KGU, Marion A. Mulrony and Advertiser Publishing Co., Ltd., Honolulu, T.H., granted license, 750 kc., 2½ kw., unlimited time, covering change in frequency equipment, increase in power and change in hours of operation; also

WCBS, Charles H. Messter and Harold L. Dewing, Springfield, Ill., granted consent to voluntary assignment of license to WCBS, Inc., ; KVOO, Southwestern Sales Corp., Tulsa, Okla., and WAPI, Broadcasting Corp., Birmingham, Ala., granted authority to operate simultaneously Tuesday, Nov. 8 from 6 p.m. to midnight, and if desired by either or both stations to continue until 3 a.m., CST, Wednesday, Nov. 9, with 1 kw power, in order to broadcast election returns (Stations are licensed to share time on 1140 kc., with 5 kw. power); and

KGEW, City of Fort Morgan, Colo., granted authority to discontinue operation until Dec. 1; KSO, Iowa Broadcasting Co., Des Moines, Ia., granted mod. of CP to change type of equipment authorized by CP and approval of transmitter and studio location at 715 Locust St., Des Moines; KUJ, Walla Walla, Wash., granted special authorization to operate unlimited time on Oct. 25 and Nov. 11; WMBH, W. M. Robertson, Joplin, Mo., granted special authorization to operate from 9:30 p.m., Nov. 8 to 1 a.m., Nov. 9, CST; KFBJ, Marshall Electric Co., Inc., Marshalltown, Ia., granted special authorization to operate from 9 p.m. to 12 midnight, CST, Nov. 8; also

KGQZ, Aeronautical Radio, Inc., Municipal Airport, San Diego, Calif., CP for aviation, aeronautical service, for new transmitter and increase in power to 400 w.; frequencies. Red chain mobile, 3,162.5, 3,172.5, 3,182.5, 3,322.5, 5,572.5, 5,582.5, 5,592.5, kc.; Brown chain, mobile, 3,232.5, 3,242.5, 3,257.5, 3,447.5, 3,457.5, 3,485, 5,602.5, 5,612.5, 5,632.5 kc.; W.G.H. Finch, portable and mobile, New York City, granted CP for general experimental service, frequencies, 1,594, 2,398, 3,492.5, 4,797.5, 6,425, 8,655, 12,862.5, 17,310, 23,100, 25,700, 2,600 kc., 50 w.; also

WHG, Aeronautical Radio Inc., Columbus, Ohio, granted CP to change location of transmitter to TWA, Hangar, Municipal Airport, Port Columbus, Ohio; Police Department, Shreveport, La., granted CP for police service, 2,430 kc., 50 w.; W1XF, Chas. Newton Kraus, Police Car, E. Providence, R.I., granted gen. exp. license, frequencies 60,000-400,000 kc., 4 w.; and

WAS, Tropical Radio Telegraph Co., Hileah, Fla., granted public coastal telegraph license, covering additional transmitter; KIEO, Airfan Radio Corp., Ltd., San Diego, Cal. (portable) granted license for temporary broadcast pick-up service, 2,342 kilocycles, 15 w.; W2XC, Federal Telegraph Co., Newark, N.J., granted renewal of general exp. license, frequency 34,600, 41,000, 51,400, 80,000-300,000, 1,000,000 to 3,000,000 kc., 500 w. power. Also granted mod. of license to change from fixed station to portable and mobile station; also

WAX, Tropical Radio Telegraph Co. Hialeah, Fla., granted mod. of marine relay license to use additional transmitter, 2 kw. power; KGPH, County of Oklahoma, Oklahoma City, Okla., granted mod. of police license for increase in power from 15 to 250 w.; Pan American Grace Airways, Inc. granted aviation aircraft license, frequency 333 kc., 1,708, 2,870, 3,082.5, 5,692.5, 8,220, 12,330, 16,440, kc. 12 w.; WIEH, WIEG, Knickerbocker Br. Co., Inc., portable, granted renewal of temporary broadcast pickup license, 1,518 kc., 100 w. Granted renewal of license 2,342 kc., 2.4 w.; and

KIEL, Fishers Blend Station, Inc., portable in Washington State, granted renewal of temp. broadcast pickup license, 2,342 kc., 2.4 w.; WMR,WSE, Mackay Radio & Tel. Co., West Palm Beach, Fla., and Montauk, N.Y., granted authority to operate two public coastal telegraph stations for 90 days on coastal frequency, 472 kc.; Transcontinental and Western Air, Inc. (Blue chain sta), granted mod. of 20 licenses for additional frequencies of 2,907, 3,072.5, 3,082.5, 3,088, 3,105, 4,967.5, 4,987, 5,510, 5,540, 5,672.5, 5,682.5 kc.; Aeronautical Radio, Inc., (blue chain), granted mod. of license for 19 stations for additional frequencies 4,467.5 and 4,987.5 kc., KSW, City of Berkeley, Berkeley, Cal., granted authority to operate portable station on 2,422 kc., 100 w. to determine source of shadow effect on signals for KSW, and to determine possible site for auxiliary transmitter.

Set For Hearing

WPRO-WPAW, Cherry and Webb Br. Co., Providence, R.I. requests CP to move transmitter from Cranston to near Graystone, R.I., change frequency from 1,210 to 1,260 kc., increase power from 100 to 250 w., install new equipment and antenna system; WHBC, Edward P. Graham, Canton, O., requests CP to install new equipment with maximum power of 100 w. and to increase power from 10 to 100 w.

Applications Denied And Dismissed

KGW, Oregonian Pub. Co., Portland, Oreg., denied request that Commission reconsider itsaction of Oct. 6, which denied request of KGW to have Station KTAR, Phoenix, operate after midnight, so that interference that might be expected by the increase in power of KTAR from 500 to 1,000 w. might be determined.

WCAH, The Commercial Radio Service Co., Columbus, O. dismissed request that the application for renewal of license for auxiliary transmitter of this station be denied, and that authority be granted to dismantle this transmitter; Wabash Valley Broadcasting Co., Attica, Ind. dismissed from hearing docket, without prejudice, at request of applicant, app. for CP, 1210 kc., 100 w., unlimited time; and

KXL Broadcasters, Portland, Oreg., dismissed from hearing docket, without prejudice, at request of applicant, app- for CP, 1410 kc., 250 w., unlimited time; Virgil V. Evans, Spartanburg, S.C., denied motion filed by his attorney to dismiss application of W.T. Hamilton for CP for new station at Greenville, S.C., to operate on 1240 kc., 250 w. night, 500 w. day, unlimited time, This application to be heard on Nov. 21, 1932.

Miscellaneous

WERE, Erie Dispatch-Herald Br. Corp., Erie, Pa., remanded to docket for purpose of hearing applicant concerning financial ability only. Case to be heard by Commission on Nov. 16. Oral argument scheduled for Oct. 19 canceled.

Ratification Of Acts Of Commissioners

Action taken Oct. 8 - WFDA, Fishermans Produce Co., Inc., San Francisco, granted authority to operate station aboard "Lansing", 50 w., frequencies 375, 425, and 500 kc.

Action taken Oct. 10 - KTAR, KTAR Broadcasting Co., Phoenix, Ariz.; WTMJ, The Journal Co., Milwaukee, Wis., hearing date continued to Nov. 29, 1932.

Action taken Oct. 11 - W1EIZ, Arnold B. Friedman, Greenwich, Conn., granted authority to operate amateur station at Greenwich, Y.M.C.A.; KWKH, Hello World Broadcasting Co., Shreveport, La., granted permission to take depositions in its application for renewal of license, hearing on which is set for Nov. 28; R.C. Powell & Co., Inc., New York, granted authority to submit another monitor to Bureau of Standards for test.

Action taken Oct. 12 - W8BQZ, Francis J. Coyte, Pittsburgh, Pa., granted authority to operate amateur station at radio show in Pittsburgh; KQEO, Mackay Radio & Tel. Co., San Francisco, granted 60-day authority to operate pending receipt of application for modification of license to operate high freq. transmitter aboard "Pointancha"; WJSV, Old Dominion Br. Co., Alexandria, Va., equipment test extended for period of 10 days from Oct. 13.

Action taken Oct. 14 - KPOF, Pillar of Fire, Denver, Colo., authorized to remain silent during afternoon and evening of Oct. 14.

The Commission also granted licenses for 293 amateur stations, of which 110 were new, 162 renewals, and 21 modifications.

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HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING WASHINGTON, D. C.

ISSUED TWICE A WEEK AND CONTAINING THE LATEST INFORMATION REGARDING THE RULINGS OF THE FEDERAL RADIO COMMISSION, RADIO LEGISLATION, DEPARTMENT OF COMMERCE REGULATIONS, CHANGES IN WAVELENGTH, CALL LETTERS AND POWER, PATENTS, EXPORTS, FEDERAL TRADE COMMISSION RULINGS AND OTHER MATTERS OF INTEREST TO BROADCASTERS AND MANUFACTURERS. :: :: CONFIDENTIAL—NOT FOR PUBLICATION. :: ::

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No. 572

RECEIVED
OCT 25 1932

SUBSCRIPTION PRICE, $10. PER MONTH. NO CONTRACT REQUIRED.

EDUCATION COMMITTEE URGES WIDER USE OF RADIO IN CAMPAIGN

An open letter from the National Committee on Education by Radio to members of Congress demanded that radio broadcasting stations give more time to discussion of civic questions by political candidates.

The committee declares there has been a "breakdown of commercialized radio broadcasting in flagrant violation of the fundamental charter of radio as set forth by Congress" because candidates were not being given a full and impartial public hearing.

"Are not vital matters of Government more important than sales talks on tooth paste and cigarettes, which have abundant opportunity to advertise in other ways?", asked the letter, signed by Joy E. Morgan, chairman.

"Even the speech of ex-President Coolidge was not broadcast in the National Capital. An important national address by a United States Senator was cut off in the Capital City after 15 minutes to make way for a sales talk."

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NETWORKS TO COLLECT ABOUT $30,000 FOR PRESIDENT'S DETROIT SPEECH

It has been estimated that it cost the Republican party about $30,000 to distribute President Hoover's speech in Detroit Saturday night over 111 stations. The two major parties are going in for radio much more heavily than they had anticipated at the opening of the campaign. The 1932 radio expense may be nearly equal the sum spent in 1928 after November 7.

The Republicans, who four years ago spent nearly a half million dollars on the radio in electing President Hoover, are already up to the limit of their original 1932 budget of $275,000, and are arranging for other important and expensive broadcasts.

The Democrats, whose 1928 radio bill was almost equal to the Republican expenditures, also will spend more than $250,000 in broadcasting Gov. Roosevelt, Al Smith and others.

The Republican party allotted $60,000 this year for the broadcasting of electrical transcription programs, commonl This method has been found ineffective, Paul Gascoigne, Republican radio director said today, and the money thus allotted has been used for "live" speakers.

The Democrats are less skeptical of "canned"talk. The voice of Speaker Garner has been recorded in a series of addresses which the national committee is using widely.

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RADIO AND THE PRESS SUBJECT OF STAHLMAN ADDRESS

An address covering many phases of the battle between radio and the press was delivered by James G. Stahlman, of the Nashville Banner, before the two-day convention of the Inland Daily Press Association last week. Mr. Stahlman's talk forcefully brought to the attention of Inland publishers, declares Editor and Publisher, that radio is a competitor not only in the advertising field, but also in the editorial and news department of the newspaper.

"Mr. Stahlman, who is president of the Southern Newspaper Publishers' Association, pointed out that radio has taken over many of the newspaper's important features, including comics, serials, all forms of literary, dramatic and cinematic review, editorials, culinary science, beauty hints, household tips, financial and general market reports and in spot news, local, national and international. The speaker viewed this encroachment with concern and asserted that 'radio has the newspaper licked coming and going in the matter of speed , a very important element upon which the newspaper must depend.'

"In his opening remarks, the speaker portrayed a "major operation" in which "Mr. Daily Press', once a powerful man in his old home town, is stretched upon the operating table, suffering from 'anemia and sleeping sickness'. 'Dr. Radio' removes a tumor called national advertising; an appendix-like affair known as the editorial page; and finally a vital organ which in 'journalistic anatomy' is known as news. He concluded this allegory with the picture of a memorial tablet in the halls of Radio City upon which is inscribed: "To the Memory of Daily Press, a giant in his time, but just too dumb to live."

"The speaker traced the rapid growth of the broadcasting industry, quoting figures in a recent issue of The Index, published by the New York Trust Company, which stated that "the gross receipts of the various individual stations last year ranged from a few hundred dollars to over $1,500,000, aggregating $38,461,302 for 525 stations. The receipts of these individual stations, plus that reported by the chain companies aggregated $77,758,048. The revenues of the two major companies rose from $10,252,497 in the year, 1928, to $37,517,383 in the year 1931. Advertising revenues for one of these companies increased $2,764,013 or approximately 22 per cent during the first six months of this year as compared with the corresponding period of the year 1931, while the increase for the other company amounted to $1,948,036, or 33.9 per cent.

"Turning his attention to the use of radio in the current Presidential election campaign, Mr. Stahlman remarked that radio appears to have sold itself to politicians and men in public office. This was never more clearly demonstrated, he said, than during the two national party conventions held in Chicago, where the radio received all the courtesies as well as pay for the job, while the newspapers and press associations of the country, without hope of reward, functioned freely and generously out of sense of public duty.

"Mr. Stahlman warned the press association members that it is time newspapers and press associations made some effort to stop the growing tendency to 'say it over the radio first and then in the press'. He contended that political utterances at best are seldom little short of propaganda, but when they have been given first over the radio, nine times out of ten they are no longer news insofar as the newspaper is concerned. He said that politicians and office-holders can be 'sold' on the press, but it is up to the press to 'sell' them.

"As to the general problem of converting advertising away from radio channels and into newspapers, Mr. Stahlman suggested that publishers through their representatives and through such organizations as the A.N.P.A. Bureau of Advertising must continue to impress the agencies as well as advertisers that the newspaper is the dominant medium.

"'By what particular quirk of mind can an advertiser or agency demand guaranteed circulation of a newspaper and then turn around and buy time on a radio station in the same town when he cannot possibly know how many there are in that intangible audience which is very generally enlarged upon by the crafty radio time-seller?', asked the speaker. 'If audited circulation is required of newspapers, why not audited radio listeners?'

"As to radio competition in news reporting, Mr. Stahlman contended that this can be remedied by court decrees establishing the property right in news, if the various press associations care to exercise themselves about it. He showed that a majority of members and clients are opposed to press associations giving its news to the radio, according to a recent poll taken by H.A. Davis, Ventura (Cal.) Free Press. That poll was as follows:

"Total number of A.P. members expressing preference, 437; members opposed to present policy, 403 or 92 per cent; members favoring present policy, 34 or 8 per cent; members opposing all broadcasting of A.P. news, 375 or 86 per cent; members favoring extra charge for privilege of broadcasting A.P. news, 25 or 5 per cent; members favoring sale of A.P. news to all radio stations, 3 or 1 per cent.

"Total number of U.P. clients expressing preference, 346; clients opposed to present broadcasting policy, 317 or 92 per cent; clients favoring present policy, 29 or 8 per cent; clients opposing all broadcasting of U.P. news, 294 or 85.5 per cent; clients favoring extra charge for privilege of broadcasting U.P. news to all broadcasting stations, 2 or 0.5 per cent.

"Total number of I.N.S. clients expressing preference, 72; clients opposed to present broadcasting policy, 70 or 98.5 per cent; clients favoring present policy, 2 or 1.5 per cent; clients opposing all broadcasting of I.N.S. news, 63 or 93.5 per cent; clients favoring extra charge for privilege of broadcasting I.N.S. news, 5 or 3.5 per cent; clients favoring sale of I.N.S. to all broadcasting stations, 2 or 1.5 per cent."

SEES CHAINS JOCKEYING FOR POLITICAL POSITION

Paul Mallon comments as follows in the "National Whirligig" published by the McClure Newspaper Syndicate:

"That certain radio chain which showed earlier pro-Hoover tendencies appears to have partially relented. A prominent Democratic politician has been made vice president of the concern. Earlier tactics have been stopped, temporarily at least. It would not make much difference anyway as its competing chain has since developed pro-Roosevelt tendencies. That would make it all even as far as the public is concerned. As it stands at the moment Roosevelt probably has an edge.

"There is another point in Mr. Hoover's favor, however. A President is never cut off. This is a Federal Radio Commission rule. The Republicans pay for full time employed on campaign speeches at straight rates for time under this rule, without penalties. The Democrats claim they would have to pay penalties for cancelling programs of commercial advertisers if they worked under such an arrangement. The cost would be prohibitive."

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POLITICS WILL DOMINATE AIR ELECTION EVE

It is understood the Republicans will have the exclusive use of both the NBC and Columbia networks for the better part of the time on both chains the night before election. Also the Democrats will have an eleventh hour inning-- in fact, they may have the last word.

Preliminary arrangements are said to be for the Republicans to monopolize the air from 8 p.m. until 11 p.m. and the Democrats from 11 p.m. on. This would mean the cancellation of all the regular entertainment features for Monday, November 7. Both President Hoover and Governor Roosevelt will be heard in final appeals.

Republicans are receiving congratulations on having "outsmarted" the Democrats by securing a monopoly of what are generally regarded as the most desirable listening hours. The Democrats, on the other hand, are comforting themselves with the old adage that "he who laughs last, laughs best" and point to a decided advantage in their having an opportunity to put in the last word with the voters even though the hour be almost midnight.

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RADIO COUNSELLOR COMMERCE CHAMBER HEAD

Thomas P. Littlepage, counsel for numerous radio stations and well known to the industry, has been elected president of the Washington, D.C. Chamber of Commerce. Mr. Littlepage has been an active civic worker in the national capital for more than thirty-two years.

A native of Spencer County, Indiana, he spent eight years teaching school in his native State before coming to Washington as secretary to Senator Hemenway of Indiana.

Educated in the schools of Indiana, Littlepage took his law degrees at George Washington University, and has been actively engaged in law practice here for 23 years. He is a member of the Washington Board of Trade, University Club, Congressional Country Club, Metropolitan Club, Cosmos Club and the Masonic Order.

One of the matters discussed by the Washington Chamber of Commerce at its last meeting was the endorsement of an application to the Federal Radio Commission to increase the power of Station WMAL in Washington from 500 to 1000 watts.

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RADIO CHAIRMANSHIP MAY AWAIT NOVEMBER ELECTION

It looks as if a chairman of the Federal Radio Commission will not be elected until after the election is over. The choice will probably lay between Commissioner Thad Brown, of Ohio, and Harold A. Lafount, of Utah, Republicans, if President Hoover is re-elected.

If Governor Roosevelt is the victor it will be a Democrat -- likely Commissioner Eugene O. Sykes, of Mississippi. That is, if Judge Sykes is reappointed next February, at which time his term expires.

Judge Sykes is the only member of the original Radio Commission appointed by President Coolidge. If Sykes is not reappointed to the Radio Commission it is said that he is slated for a Federal judgeship.

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NOT BOTHERED BY SNOW OR FOGS

The Lighthouse Service, based upon advices received from the captain of the S.S. City of Chattanooga, reports that great reliance can be placed on the accuracy of the radio direction finder, as fogs, snow, or other thick weather does not interfere with either the volume or direction, as in the case with sounds from steam or other whistle signals.

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CHRYSLER MOTORS TO HOLD RADIO BUSINESS CONVENTION

A two-hour meeting of De Soto, Dodge and Chrysler dealers via radio has been announced by Walter P. Chrysler, Speaking from New York on November 1 over the Columbia Broadcasting System network, Mr. Chrysler and other executives of Chrysler Motors will address more than 75,000 persons concerned with the sale of Plymouth cars in practically every large city of the United States and Canada. Meetings will be held in 25 cities. Business plans and prospects will be the trend of the talks.

Mr. Chrysler's statement follows:

"Chrysler Corporation has one of the most important business matters in its history to discuss with its dealer organizations simultaneously. To hold a meeting of Chrysler Motors' dealers who handle Plymouth cars in the United States and Canada, it would be necessary to hire an auditorium the size of Madison Square Garden. A dealers' convention, attended by an average of two men from each De Soto, Dodge and Chrysler dealer organization, would total about 20,000 persons. To bring such a group to Detroit would entail tremendous expense. With this situation confronting us, we decided to use radio as a means of personal communication with our Plymouth dealers.

"The radio meeting will be conducted in two parts. The first hour, from one until two P.M., EST., will be devoted to a dramatized presentation depicting the evolution of the new Plymouth Six in the plant in Detroit. It will be divided into several scenes carrying the listeners through various departments of the factory. Executives of the Corporation will conduct the presentation. The second half of the program will be on the air from 2:45 to 3:15 p.m., and, during this half hour, dealers' questions will be answered. The entire program will be knit into a unified business conference."

"This program, of course, is designed solely for the attention of Plymouth dealers and it will be necessary to take up regular broadcasting time for this business meeting. We offer apologies to the radio public for depriving them of this hour and a half of regular entertainment, but, at the same time, we extend a cordial welcome to all who wish to listen to the proceedings of this radio conference."

William S. Paley, president of Columbia, said the program will be the first of its kind to be undertaken by any business corporation.

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NEWSPAPER BUYS RADIO STATION

A controlling interest in WODX, Mobile, Ala., has been acquired by Frederick I. Thompson, publisher of the Montgomery (Ala.) Journal and the former publisher of the Mobile Register.

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CONGRESS TO ASK CHECK ON POLITICAL RADIO TIME

A complete check on all of the time utilized on every radio station in the country for political purposes during the campaign will be demanded in the Senate when Congress reassembles.

If the national political committees do not make what seems to be a full report of money expended for radio broadcasts, there will be a Senate resolution calling on every individual broadcasting station to give the hours and by whom paid for.

Senator Dill, of Washington, declared in a telegram to a Washington news service from Spokane that he would sponsor such an inquiry.

One of the charges made by Democrats is that in addition to extensive G.O.P. committee hookups there are others where speakers and organizations are paying for their own time. It is also alleged, that many hours of time have been purchased for State and regional hookups which are unlikely to be reported to the Clerk of the House.

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COLUMBIA ACCOUNTS- NEW AND RENEWALS

New, The Musterole Co.,(Musterole). Agency: Erwin, Wasey & Co., Program: "Whispering Jack Smith" - Musical. Mon. Wed. 8:00-8:15 p.m., Basic network.

New, Southern Dairies, Inc. (Ice Cream and Dairy Products). Agency: McKee & Albright, Philadelphia. Program: "Inside News by Ted Husing". Thursday 7:30-7:45 p.m., Dixie network.

New, John F. Jelke Co., Chicago (Margerine). Agency: Blackett-Sample-Hummert Co., Inc., Program: "Captain Jack" Dramatic Show. Mon. Thurs. Fri. 5:15-5:30 p.m., ten stations.

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EDITOR CASHED IN ON RADIO FAILURE

Some tell us that radio broadcasting doesn't interfere with newspaper reporting, but we have never believed this to be a fact, Editor and Publisher comments. It is not conceivable that the report of a political speech, for instance, published hours after the words have been poured into a microphone, can be regarded by the general listening public as anything less than a twice-told tale.

These comments are apropos of an action taken this week by the Philadelphia Record. It appears that "something happened" to prevent the radio in Philadelphia from reporting the speech of U.S. Senator Norris. The speech did not go over the air, and the editor of the Record cashed in. He put an 8-column streamer on page one reading: "The Radio Failed! Full Text of Senator Norris' Speech in This Newspaper". This reflects a condition which we earnestly believe is against public policy. Is the only dependable medium that operates for an informed electorate to be discouraged and hampered?

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NBC NEW ACCOUNTS, RENEWALS AND CHANGES

Renewal, The Texas Co. (gasoline), 135 E. 42nd St., NYC., Agency: Hanff Metzger, Inc., NYC. Starts: Oct. 25, 1932 for 52 weeks. Time: Tuesdays- 9:30 - 10:00 p.m., EST. Network: WEAF, WEEI WJAR WTAG WCSH WFI WRC WGY WBEN WCAE WTAM WWJ WCKY WSAI WMAQ KSD WOC WHO WOW WDAF WFBR CFCF WIBA WEBC KSTP WTMJ WDAY KFYR WIS WRVA WJAX WIOD WFLA WWNC WSM WMC WSB WJDX WSMB KVOO WKY KTHS WBAP KPRC WOAI KTBS KGIR KGHL KOA KDYL KGO KFI KGW KOMO KHQ KTAR KFSD Program: Ed Wynn and the Texaco Firechief Band"- 35-piece orchestra under direction Don Voorhees, Graham McNamee announcer, Ed Wynn, the Perfect Fool, four male voices.

Renewal, Westinghouse Elec. & Mfg. Co., 150 Broadway, NYC, Agency: Fuller & Smith & Ross, 49 W. 45th St., NYC. Started Oct. 12, 1932 for 13 broadcasts. Time: Wed. & Fri., 12:00 - 12:15 Noon, EST. WJZ only. Program: "Bill and Henry" - songs and patter.

New, Great Atlantic and Pacific Tea Co., 420 Lexington Ave., NYC. Agency: J. A. Simpson, 1013 Grant Bldg., Pittsburgh. Started Oct. 17, 1932 - 6 programs. Time: Monday, Wednesday and Friday, 5:00-5:15 p.m., EST. Network: WJZ, WBZ, WBZA, WBAL, KDKA, WENR, KWK, WREN, KOIL. Program: "Maude and Cousin Bill" -Booth Tarkington's sketch of child life.

Change, Swift & Co., WJZ. Program: Pat Barnes in Person. Day and Time: Monday, Tuesday 8:45-9:00 p.m. Change: October 31 and thereafter program will be heard Monday, Tuesday, Wednesday, 8:45-9:00 p.m. Network: On Wednesday WJZ and network groups up to and including Chicago.

Change, Malted Cereals, Inc., WEAF. Program: "The Adventures of the Maltex Safety Soldiers". Day & Time: Wednesday, Friday, 5:00-5:15 p.m., EST. Change: October 26 and thereafter this program will be changed to Wed. & Fri., 5:45-6:00 p.m. WEAF WEEI WTIC WJAR WTAG WCSH WGY WBEN WTAM WWJ.

Change, General Electric Company, WEAF. Program: "GE Circle". Day & Time: Mon. Wed. & Fri., 5:45-6:00 p.m. Changed Oct. 17 to daily except Sunday & Tuesday, 6:45-7:00 p.m. -7:00-7:15 p.m., EST. Network groups: 6:45-7:00 p.m. Basic Red up to and including Chicago only. 7:00-7:15 p.m., Basic red west of Chicago only plus NW, KOA, KDYL Orange.

Change, National Sugar Refining Co., WJZ. Program: "Jack Frost Melody Moments". Day & Time: Wed. 8:30-9:00 p.m.,EST. Change on Oct. 31 and thereafter to Monday, 9:30-10:00 p.m., EST. Network groups: WJZ, WBAL WHAM KDKA WGAR WJR Cincinnati, Chicago.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted

WMAL, M. A. Leese Radio Corp., Washington, D.C., granted CP to install auxiliary transmitter, max. power 1 KW; KGGM, New Mexico Brdcstg. Co., Albuquerque, N. Mex., granted CP to move transmitter within same building and make changes in eqpt.; WSAJ, Grove City College, Grove City, Pa., granted license covering local move of station and installation of new equipment; 1310 kc., 100 w., specified hours; KSEI, Radio Service Corp., Pocatello, Idaho, granted license covering change in freq. increase in day power and installation of new eqpt. 890 kc., 250 w. night, 500 w. LS., unltd. time; KCMC, No. Miss., Brdcstg. Corp., Texarkana, Ark., granted authority to install automatic freq. control; also

WEEU, R.A. Gaul, H.O. Landis & H.S. Craumer, d/b as Berks Brdcstg. Co., Reading, Pa., granted consent to Vol. assign. of lic. to Berks Broadcasting Co., a corporation; KOCW, Oklahoma College for Women, Chickasha, Okla., granted temp. renewal of license and set application for renewal for hearing; KGDA, Mitchell Brdcstg. Corp., Mitchell, S. Dak., granted authority to move main studio from transmitter location to 417 N. Main St., Mitchell; and

KFJB, Marshall Elec. Co., Inc., Marshalltown, Ia., granted special authority to operate from 9 to 11 p.m., CST, Oct. 22 and 28, and from 3 to 5 p.m., CST, Nov. 11.; WBAA, Purdue, Univ., W. Lafayette, Ind., granted spec. authority to operate from 1:45 to 5:00 p.m., CST, Nov. 19, provided stations WCMA and WKBF remain silent; WCAC, Conn. Agricultural College., Storrs, Conn., granted spec. authority to operate from 2:30 to 5 p.m., EST, Oct. 29, and from 2 to 4 p.m., EST, Nov. 12, provided station WICC remains silent; and

WBAX, John H. Stenger, Jr., Wilkes-Barre, Pa., granted spec. authority to operate from 8 p.m. to midnight, EST, Oct. 21 and 28, with consent of WJBU; WBNX, Standard Cahill Co., Inc., New York City, granted spec. authority to use temporar ily the transmitting apparatus of WCDA; from 3 a.m., EST, Nov. to May 1, 1933, subject to Commission's decision on licensee's pending appl. for renewal of license; WMSG, Madison Square Garden Brdcstg. Corp., New York., granted special authority to use temporarily the transmitting apparatus of WCDA, from Nov. 1, 1932 to May 1, 1933, subject to Commission's decision on applicant's pending appl. for renewal of license; KLRA, Arkansas Brdcstg. Co., Little Rock, Ark. granted special auth. to use auxiliary tube in the power amplifier stage without interlocking switch, for period of 30 days until satisfactory interlocking switch is installed; also

New, Thos. Morgan Hale, Syracuse, N.Y., granted CP for gen. exp. service, freqs. 51,400 and 60,000-400,000 kc., 15 w.; New, R.C. Powell & Co., Inc., New York, granted CP for gen. exp. service, 60,000-400,000 kc., 100 w., unlimited time; New, R.C. Powell & Co., portable and mobile in New York and New Jersey, granted 2 CP for gen. exp. service, 60,000-400,000 kc., 1 w.; and

New, National Brdcstg. Co., Inc., portable and mobile, granted 2 CP for gen. exp. services, freq., 34,600, 41,000, 51,400, 60,000-400,000 kc., 5 w.; New, City of Muskegon, Mich., police department, granted CP for police service, freq. 2442 kc., 50 w.; New, City of Highland Park, Ill., police department, granted CP for police service, freq. 1712 kc., 50 w.; KGPA, Seattle Police & Fire Dept., Pier #1, Seattle, Wash., granted CP for police service, to install new eqpt. with new Marconi type antenna; and

New, Missouri Brdcstg. Corp., portable, St. Louis, Mo., granted temp. broadcast pickup CP, 2342 kc., 50 w.; New, National Brdcstg. Co., Inc., portable and mobile, granted 2 gen. exp. licenses, freq. 34,600, 41,000, 51,400, 60,000-400,000 kc., 5 w.; W1XK, Westinghouse Elec. & Mfg. Co., portable and mobile, Chicopee Falls, Mass., granted gen. exp. license, 1594, 2398, 3492.4, 4797.5, 6425, 8655, 12862.5, 17310, 23100, 25700, 26,000,27100, 34,600, 41000, 51400,60,000-400,000, 401,000 and above, 250 w.; also

W1XH, New England Te. & Tel. Co., Boston, Mass., granted spec. exp. license 2322 kc., 50 w., unltd. time; W1XAI, Trustees of Tufts College, portable, granted renewal of gen. exp. license, 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310 kc., 1 KW; W10XAF, Larry L. Smith, portable in State of Kentucky,granted renewal of gen. exp. license, 2398 kc., 5 w.; W3XS, Phila. Storage Battery Co., Philadelphia, Pa., granted renewal of gen. exp. license, 8655, 17310 kc., 1500 w.; KGWX, Atlantic Brdcstg. Corp., portable, initial location, Los Angeles,County, Calif., granted renewal of license for temp. motion pictures, 1525 kc., 15 w.; W6XS, Don Lee Brdcstg. System, Los Angeles, Cal., granted ext. of time from Nov. 1 to Dec. 1, in which to complete constr. of exp. visual brdcstg. station; WSUJ, Jesse H. Jay, on Cruiser Sue J., granted auth. to operate ship transmitter as broadcast pickup station in temp. serv. Nov. 3 and 4, in connection with international radio program to be rebroadcast over WIOD, Miami, 2342 kc., 10 w.; W3XAU, Universal Brdcstg. Co., Philadelphia, Pa., granted ext. of time to conduct eqpt. tests under Rule 217.

Renewal Of Licenses

The following stations were granted a regular renewal of licenses: WCOA, Pensacola, Fla.; KGB, San Diego; KGHF, Pueblo Colo.; KLRA, Little Rock, Ark., and KMO, Tacoma, Wash.

WKBH, WKBH, Inc., La Crosse, Wis., granted reg. renewal of lic. 1380 kc., 1 KW, hours of operation: Nov. and Dec. 6 AM to 5 P.M.; 5:30 to 7 P.M.; 8 to 9 P.M.; 10 to 11 PM. Jan. 6 AM to 5:15 PM.; 5:35 to 7 P.M.; 8 to 9 P.M., 10 to 11 P.M., CST.

The following stations were granted temporary licenses subject to such action as the Commission may make on their pending applications for reenwal of licenses: WAWZ, Zarephath, N.J., WKAB, Harrisburg, Pa., WBMS, Hackensack, N.J.; WBNX, New York City, WCDA, New York, WFAB, New York, WMSG, New York, WSMK, Dayton, O. and KQV, Pittsburgh, Pa.

The following stations were granted temp. licenses, subject to such action as the Commission may take on their applications for renewal, which were designated for hearing: KGER, Long Beach, Cal., and KLO, Ogden, Utah.

Set For Hearing

KRMD, Radio Station KRMD, Inc., Shreveport, La., renewal of license; New, J. E. Richards, Pine Bluff, Ark., requests CP for new station, 1340 kc., 250 w. daytime operation.

Applications Dismissed

The following applications were dismissed without prejudice, at request of applicants: New, J. B. Sanders, Center, Tex., CP, 1310 kc., 100 w., spec. hours (facilities of KFPM); and New, W.B. Neal, Gallipolis, Ohio, CP, 1500-2000 kc., 30 w., Tues. 2-4 PM Thurs. and Fri. 10 PM to 1 AM.

Amateur Licenses

The Commission also granted 376 licenses for amateur stations of which 109 were new, 213 renewals and 54 modifications.

Action On Examiners' Reports

WMT, Waterloo Brdcstg. Co., Waterloo, Ia. (Ex. Report No. 352) granted renewal of license to operate on 600 kc., with 500 w. regular power, unltd. time, sustaining Examiner Ralph L. Walker, except in power assignment; WMT (Ex. Report No. 358) Denied appl. to move transmitter and studio from Waterloo to Des Moines, Ia., with no change in operating assignment, sustaining Examiner Ralph L. Walker; WKBB, Sanders Bros. Radio Sta., Joliet, Ill., (Ex. Report No. 405), affirmed grant of CP to move transmitter and studio from Joliet to near E. Dubuque, Ill., with operating assignment of 1500 kc., 100 w., half time, specified hours, sustaining Chief Examiner Ellis A. Yost. (Acting Chairman Harold A. Lafount filed a dissenting opinion).; Amateur, Kenneth J. Stanford, New York City, (Ex. Report No. 411), granted appl. for new amateur station to be located in New York City, sustaining Examiner R.H.Hyde.

Oral Arguments

KQV, KQV Brdcstg. Co., Pittsburgh, Pa. and Stanley M. Krohn, Jr., Dayton, O., involving renewal of license and appl. to operate unltd. time on 1380 kc., 500 w. (Ex. Rep. No. 412); WNAX, The House of Gurney, Inc., Yankton, S.Dak. (Ex. Rep. 414), involving appl. for increase in power from 1 KW to 1 KW night, 2½ KW, LS, on 570 kc., unltd. time; KGDA, Mitchell Brdcstg. Co., Mitchell, S.Dak., (Ex. Rep. 414) involving renewal of license and authority to remove KGDA from Mitchell to Aberdeen, S.Dak., reconstruct transmitter and change freq. from 1370 to 1420 kc.

Ratification Of Acts Of Commissioners

KNX, Hollywood, Calif., granted auth. to extend eqpt. test for 10 days (Action taken Oct. 15); WSBR, Mackay Radio & Tele. Co., San Francisco, Cal., granted 60 day auth. to operate aboard Vessel California Standard, freqs. in accordance with Rule 285 A, (Action taken Oct. 17); WSBO, Radiomarine Corp. of America, NY, granted 60 day auth. to operate add. trans. aboard vessel Vagabondia, freq. range 8200 to 17100 kc., 50 w. (Action taken Oct. 17); WCCO, Minneapolis, Minn., granted license 810 kc., 50 KW., unltd. time (Action taken Oct. 19).

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HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING WASHINGTON, D. C.

ISSUED TWICE A WEEK AND CONTAINING THE LATEST INFORMATION REGARDING THE RULINGS OF THE FEDERAL RADIO COMMISSION, RADIO LEGISLATION, DEPARTMENT OF COMMERCE REGULATIONS, CHANGES IN WAVELENGTH, CALL LETTERS AND POWER, PATENTS, EXPORTS, FEDERAL TRADE COMMISSION RULINGS AND OTHER MATTERS OF INTEREST TO BROADCASTERS AND MANUFACTURERS. :: :: CONFIDENTIAL—NOT FOR PUBLICATION. :: ::

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No. 573

I.C.C. DISCLAIMS RIGHT TO CONTROL BROADCAST RATES

The Interstate Commerce Commission has no jurisdiction under the law to regulate rates, rules, regulations and practices of radio broadcasting stations, according to a ruling dismissing the complaint of the Sta-Shine Products Co., Inc., of Freeport, N.Y., against the National Broadcasting Co., Inc., and Station WGBB, Freeport.

The Sta-Shine Company, engaged in the manufacture of furniture and automobile polish at Freeport, charged in a formal complaint filed with the Commission in September, 1931, that the radio concerns had exacted "unreasonable" charges for the "transmission of intelligence by wire or wireless in interstate commerce".

It was further asserted that the National Broadcasting Company had refused to accord to the complainant the use of certain of its facilities while at the same time according such privileges to others. These acts, it was contended, were in direct violation of several provisions of the Interstate Commerce Act.

Before going into the merits of the complaint, the Commission decided to hold hearings solely on the question of jurisdiction and the presiding examiner had held in his proposed report that the present law did not vest the Commission with authority to regulate radio broadcasting activities. The Commission's decision upholds this report.

Chairman Claude B. Porter and Commissioner Frank McManamy dissented from the majority opinion in the case. In connection with radio broadcasting the Commission stated:

"We do not believe that this new art and practice, unknown at the time of the passage of the Transportation Act, of simply putting on the air or ether this instruction, entertainment, or advertisement, to that part of the public who may, by their receiving sets and antennae, go out and get this matter, was ever meant by Congress to be included in any act conferring express or implied power upon this Commission.

"It cannot be presumed that the Congress was attempting to regulate a mere potential service, one that might or might not be developed, and particularly a service distinct and different in character from the methods of transmission of intelligence then known, i.e., messages by wireless from a definite sender to a definite receiver.

"This conclusion is supported by section 1 (5) of the Act wherein transmission of intelligence as a message by wire or wireless is divided into day, night, and other classes of messages."

Chairman Porter, in his dissenting opinion, declared that the specific matter herein complained of is not within the Commission's jurisdiction, but that he entirely disagreed with the majority in practically everything stated by them in support of their final conclusion.

"As I understand it", said Mr. Porter, "the effect of their holding is that radio broadcasting, by which intelligence is transmitted by wireless operation, is not included in the common carriers over which our jurisdiction extends. This holding is entirely too broad, as it deprives us of all jurisdiction over broadcasting companies in their transmission of intelligence by wireless."

Chairman Porter held that while the service involved in the distant proceeding does not come within the Commission's jurisdiction, the respondent companies are common carriers within the meaning of paragraph 1 of the Interstate Commerce Act, and therefore subject to the Commission's jurisdiction in the event they render a common carrier service.

Commissioner McManamy concurred in this dissent.

Excerpts from the report follow:

"This is the first complaint filed with us attacking the rates, charges, rules, regulations, and practices of a broadcasting company. It purports to be brought under those provisions of the act which apply to common carriers engaged in the transmission of intelligence by wire or wireless for hire. Defendants deny that they are common carriers subject to the provisions of the act as alleged in the complaint. They ask that the complaint be dismissed.

"They questioned our jurisdiction over the subject matter complained of and requested that a hearing first be had on the jurisdictional question, reserving for further hearing the sections 1 and 3 allegations complained of, should we assume jurisdiction. In view of the novelty of the case, this course was taken, and a hearing, limited to facts bearing upon the jurisdictional question, which constitutes the subject of this report, has been had. * * *

"By section 1 (1) of the act, its provisions apply to common carriers engaged in the transportation of passengers or property and the 'transmission of intelligence by wire or wireless' in interstate or foreign commerce. By paragraph (2) the provisions of the act 'shall also apply to such transportation of passengers and property and transmission of intelligence, but only in so far as such transportation or transmission takes place within the United States.'

"The term 'carrier' is defined in paragraph (3) as including * * * 'all pipe-line companies; telegraph, telephone, and cable companies operating by wire or wireless; express companies; sleeping-car companies; and all persons, natural or artificial, engaged in such transportation or transmission as aforesaid as common carriers for hire'* * *

"Paragraph (3) also provides: 'The term "transmission" as used in this Act shall include the transmission of intelligence through the application of electrical energy or other use of electricity,whether by means of wire, cable, radio apparatus, or other wire or wireless conductors or appliances, and all instrumentalities and facilities for and services in connection with the receipt, forwarding and delivery of messages, communications, or other intelligence so transmitted, hereinafter also collectively called messages'.

"The Radio Commission has held that it is only concerned with the licensing of stations whose operations are in the public interest, convenience, or necessity; and that it has no jurisdiction over the rates and charges of radio broadcasting companies, nor of the contracts they may make in the furnishing of their facilities, so long as they meet those requirements.

"Complainant contends that the provisions of the Act, hereinbefore referred to, together the provisions of Section 14 of the Radio Act of 1927, give us authority to regulate and prescribe reasonable and lawful rates, charges, rules, regulations and practices in respect to radio broadcasting.

"Section 14 of the Radio Act of 1927 reads: 'Any station license shall be revocable by the (Radio) commission-whenever the Interstate Commerce Commission, or any other Federal body in the exercise of authority conferred upon it by law, shall find and shall certify to the (Radio) commission that any licensee bound so to do, has failed to provide reasonable facilities for the transmission of radio communications, or that any license has made any unjust and unreasonable classification, regulation, or practice with respect to the transmission of radio communications or service ' * * *

"Defendants state that they have never engaged in or held themselves out to perform point-to-point communication by wireless, i.e., the transmission of a message from a definite sender to a definite receiver, for pay, which they contend is the type of message or communication contemplated in the act; that they never intended to operate as common carriers having neither the authority, license, nor equipment to do so, and that they are subject only to such Federal regulation and control in the conduct of their business as the radio commission or the Department of Commerce, under

powers delegated by the Congress, may wish to exercise. All broadcasting performed by defendants, except that which they offer to the public themselves, is done under private contract and only for such clientele as they wish to serve.

"They state that their business is essentially one of advertising, much the same in character as that of a newspaper or magazine; and that as public interest in a newspaper or magazine is essential in obtaining paid advertising, so is public interest in defendants' broadcasts essential in obtaining sponsored programs.

"They contend that they cannot serve any and all who wish to use their services but that, on the contrary, it is essential to the development and success of their business that their programs be selected with a design and purpose to meet and further public interest in them and in radio broadcasting generally; and that to conduct their business otherwise would jeopardize their licenses and the right to continue their business under the provisions of the Radio Act of 1927. * * *

"We were first given regulatory power over the transmission of intelligence by wireless by the amendatory Act of June 18, 1910. Point-to-point wireless communication was then being performed only by means of telegraphic code signals. The inclusion of 'radio apparatus' as a means of transmitting such communications was added by the Transportation Act, approved Feb. 28, 1920. At that time wireless point-to-point communication by radio apparatus was being performed by commercial concerns organized for and holding themselves out to perform such service, and by the United States Army and other governmental bodies, but the art of radio broadcasting was practically unknown, being merely in its experimental stages.

"We do not believe this new art and practice, unknown at the time of the passage of the Transportation Act, of simply putting on the air or ether this instruction, entertainment, or advertisement, to that part of the public who may, by their receiving sets and antennae, go out to get this matter, was ever meant by Congress to be included in any act conferring express or implied power upon this Commission. It can not be presumed that the Congress was attempting to regulate a mere potential service, one that might or might not be developed, and particularly a service distinct and different in character from the methods of transmission of intelligence then known. This conclusion is supported by section 1 (5) of the act, wherein transmission of intelligence as a message or communication by wire or wireless is divided into day, night, and the other classes of messages."

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COLONIAL RADIO SETS TO BE DISTRIBUTED BY GRAYBAR

The Colonial Radio Corporation of Buffalo, N.Y., has announced that arrangements have been completed for the distribution of Colonial radio sets through the seventy-six branch houses of the Graybar Electric Co. This move combines the facilities of a long established successful distributing company with that of a pioneer manufacturing and engineering organization.

According to F. G. Carson, vice president of the Colonial Radio Corporation, a complete line of sets will be in the hands of the branch houses within a few weeks and the price range will be from $20 to about $100. He declared that in recent years the Colonial factory at Buffalo has been one of the largest producers of "brand" radio receivers. He believes that the expansion of Colonial trade-marked distribution into a national picture insures to the buying public high quality radio sets at very low prices. Cabinets for the complete line are to be supplied by the Adler Manufacturing Co., of Louisville, Ky., well known in the radio trade.

Distribution of the Colonial line in seventy-six cities will be aggressively pursued by the Graybar houses, D. H. O'Brien, general merchandise manager of the Grayyar Electric Co., said. The Graybar organization has held a somewhat unique position in radio sales, since its unit operation maintains careful check upon stocks in dealer hands, thus making surplus liquidations unnecessary. These policies will be maintained in the future as in the past, according to Mr. O'Brien. The broader price appeal inherent in the new line will, it is expected, enable the appointment of many new dealers but care will be exercised against over-population of retail territories.

To assist in the distribution, the Colonial Radio Corp., under the direction of Mr. Carson, will put into the field a number of sales promotion men. The men selected will be experienced and successful in this line of endeavor.

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FEDERAL TRADE COMMISSION NAMES SONG SHEET PUBLISHER

In the stipulation to cease and desist from alleged unfair methods of competition, announced by the Federal Trade Commission, is the following:

"A publisher of so-called 'Song Sheets' agress to discontinue the use of the words 'Popular song hits', 'Maurice Chevalier song hits', 'Radio and screen song hits' and similar terms to designate song sheets consisting of comic verses and paradies on popular song hits, and to discontinue the use of the titles of popular song hits as captions for such song sheets."

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TRYING TO LAND ALICE

It's understood that the Republican National Committee has been bringing to bear all the pressure it could to cajole Alice Roosevelt Longworth to the microphone for a coast-to-coast pro-Hoover broadcast, according to Frederic William Wile.

"Princess Alice remains radio shy", Mr. Wile continues. "She's probably the only prominent person in the country who hasn't yet succumbed to the air. The Speaker's widow having at length overcome her inhibitions about writing for publication, Chairman Sanders and Publicity Director Allen have not yet abandoned hope of leading "Alice" to the "mike" and making her talk. She herself thinks she hasn't a radio voice."

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CHICAGO TRIBUNE TO PRINT RADIO PROGRAMS

The "Chicago Tribune" is now printing radio programs of other stations in addition to its own. Heretofore, the listings have been confined to WGN, the Tribune station. Trade names are deleted.

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ALABAMA WILL AGAIN ATTEMPT TO TAX STATIONS

A bill taxing all radio stations in Alabama will be re-introduced at the next session of the state legislature. The bill levies a give per cent gross tax on stations as well as a tax of $100 per year on announcers and $25 on engineers.

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CLAIMS NBC GROSS GREATER THAN THAT OF SATURDAY EVENING POST

According to "Denny's Record", the advertising revenue of the Saturday Evening Post, for the first nine months of the current year totals $18,865,480, as compared with $20,486,359 of the National Broadcasting Company for the same period. For the month of September the "Post" took in from advertising $1,006,496, as against NBC's net of $1,807,795.

How these two media have fared comparatively in the past three years is told in the following figures: In 1931 the Post grossed around $36,000,000 from its advertising pages and NBC sold $25,600,000 in time. In 1930, the revenue was about $48,000,000, Post, and about $20,000,000, NBC. In 1929 the magazine attained a $52,500,000 level, while the network earned $14,300,000.

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PRESS ASSOCIATIONS REPORTED REFUSING ELECTION NIGHT SERVICE

Yielding to protests from newspaper members, both the Associated Press and the United Press are giving the cold shoulder to the NBC and Columbia networks on the radio bids for the election returns service, Variety reports. Press associations refuse to sell or permit the chains to use any part of the collected information.

"NBC claims that it will be able to get along conveniently without these sources, since the news service controlled by its own political commentator, David Lawrence, will suffice to fill this election night need", the magazine continues.

"On the other hand, Columbia admits that the thumbs-down attitude of the press associations has put it in a tough spot. Only way out of the dilemma, it says, is to go ahead and organize its own news collecting service. To that end it proposes to make local correspondents of its some 90 affiliated stations, with the direct wire connection with every one of these spots providing as quick a return on the presidential election outcome, avers the network, as would be obtainable through a press association hookup. Press agents connected with these outlets will in the main be depended upon to gather the results and transmit them to the CBS headquarters in New York, where the tabulations would take place and broadcast across the national web.

"It is understood that a large percentage of the membership of the A.P. and U.P. are even objecting to permitting newspaper-operated stations to broadcast the returns obtained from the central news gathering sources. But since there is no definite policy governing the practice, it is understood that the heads of the association will make no effort to rule either way."

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UNITED STATES HAS HALF OF RADIO SETS IN USE

More than half of the 30,000,000 to 40,000,000 radio sets now operating in the world are in the United States and about half of all the world's broadcasting stations are in this country, according to the Department of Commerce.

The department also declared that, "as a result of the universal depression", American exporters of radio sets and equipment are facing a steadily increasing competition in many of the countries of Europe. "The status of radio in Europe", the report read, "is still complicated so far as it affects United States apparatus, a fact which makes it essential for American exporters to be cognizant of the existing situation in individual markets."

In order to supply this information, the department has issued a more comprehensive report captioned "Radio Markets of the World, 1932". The American radio export trade in 1931 was valued at $22,635,000, compared with $23,133,000 in 1930 and $23,122,000 in 1929.

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CHRYSLER RADIO CONFERENCE INSURED FOR $500,000

The first insurance policy ever to be taken out for a radio program was signed by Walter P. Chrysler. It covers the 90-minute Plymouth radio business conference to be heard on November 1 over the Columbia Broadcasting System network to the extent of $500,000 and is said to be the largest policy ever applied to such a brief period except in the case of money shipments in big city financial districts.

Edward Allen, president of the National Surety Company, guarantor of the policy, said radio insurance is an entirely new development and the Plymouth broadcast is the first on which his company has ever issued a policy.

"Radio insurance marks a new step in the surety business", he said. "It opens a new field for insurance and is significant to radio as an indication that program sponsors are more and more applying sound business principles to their broadcasting activities."

Mr. Chrysler, in signing the agreement covering the insurance policy, explained:

"We are using radio for the first time as a means of conducting a convention of Plymouth dealers in the United States and Canada. Approximately 75,000 persons associated with the dealer organizations will be listening to executives of the corporation describe the new Plymouth Six to the dealers for the first time in this broadcast. Consequently, the importance of this program to our organization warrants the protection in the event of unforeseen occurrences which might interfere with transmission of the broadcast."

The National Surety Company policy applies only to this single Plymouth broadcast. It affords financial protection in case of breaks in the land wires which connect the numerous stations in the network or the failure of any part of the equipment for transmitting the program.

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SUPREME COURT REFUSES DUBILIER REVIEW

The Supreme Court of the United States refused to review the determination of the Circuit Court of Appeals that three claims of the Dunmore and the Lowell and Dunmore patents relating to the use of residence alternating electrical current in radio receiving sets are invalid.

The court denied the petition for review filed by the Dubilier Condenser Corporation, present owner of the patents, of the decision holding the claims in issue invalid and not infringed by the Radio Corporation of America.

The high tribunal denied a review on the ground that petitioners failed to file their petition within the time prescribed by the statute. In this case the condenser corporation had alleged infringement of Lowell and Dunmore Patent No. 1455141, which covers radio receiving apparatus and claims the means for use of alternating current from standard residence light power, in lieu of direct current from batteries, in sets of three electrode type consisting of radio frequency amplifiers, a detector and audio frequency amplifiers.

The court also refused to review case No. 307, involving alleged infringement of Lowell and Dunmore on Patent No. 1635117. This patent covers a signal receiving system and claims the means for operating circuits of a low-frequency amplifier tube from alternating current.

The Supreme Court had previously granted review of cases brought before it by the Department of Justice to determine whether assignments of the patents involved in this case and one other patent by Mr. Lowell and Mr. Dunmore, formerly Bureau of Standards scientists, to the Dubilier Condenser Corporation are valid. The Government contends that the inventions were perfected by the scientists as part of their research in the field of radio art for the Government, on the Government time, and therefore the inventions are the property of the Government. These cases have not yet been heard by the court.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

WJEJ, A. V. Tidmore, Hagerstown, Md., granted modification of CP to change type of equipment; KFPM, The New Furniture Company, Greenville, Tex., granted renewal of license, 1310 kc., 15 w., specified hours; KLPM, John B. Colley, Minot, S. Dak.; KGCU, Mandan Radio Association, Mandan, N. Dak., granted authority to operate on a basis of time sharing stations for the period from Oct. 1 to Nov. 7, in lieu of their present authorization for specified hours of operation; KCRJ, Charles C. Robinson, Jerome, Arizona, granted authority to operate from 8 p.m. until 12 midnight, Nov. 8, in order to broadcast election returns; WPCH, Eastern Broadcasters, Inc., New York City, granted authority to make move from Hoboken, N.J., to Flushing, N.Y., effective immediately; KRKD, Dalton's, Inc., Los Angeles, Calif., granted CP to move transmitter locally in Los Angeles, to same location as that of KFSG, and use KFSG's transmitter during period of the move; WAE, RCA Communications, Inc., Rocky Point, N.Y., granted modification of CP to change type of transmitter and assigned frequencies to 7,400 and 14,800, and to add use of special emission from transmission of addressed program material intended for rebroadcasting at points beyond continental limits of United States; also

KGXQ, American Radio News Corporation, near Mills Field, Calif., granted modification of CP extending commencement date to Dec. 17, 1932, and completion date to June 15, 1933; National Park Airways, Inc. granted modification of seven licenses for additional frequencies, 2,906. 3,072.5, 3,082.5, 3,088, 3,105, 5,510, 5,540, 5,672.5, 5,692.5, unlimited, 50 w.; and

KHK, Mutual Telegraph Co., Wahiawa, Oahu, T.H., granted modification of public coastal telegraph license to change frequencies to: Calling: 143, 500, 3,105, 8,280, 16,560 kc.., working: 163, 410, 3,120, 8,580, 11,310, 16,920 kc.; W8XQ, The Goodyear Tire & Rubber Co., Suffield, Ohio, granted license, gen. exp. service,2,398, 3,492.5, 4,797.5, 6,425, 8,655, kc., 150 w.; W1XJ, Harvard University, Cambridge, Mass., granted renewal of license (gen. exp.) frequencies, 1,594, 2,398, 3,492.5, 4,797.5, 6,425, 8,655, 12,862.5 kc., 1 kw.; W10XAZ, Airplane and Marine Direction Finder Corporation, on vessel "Navigator", granted renewal of special experimental license, 516 kc., 1 w.

Set For Hearing

KECA, Earle C. Anthony, Inc., Los Angeles, Calif., requests modification of license to change freq. from 1,430 to 780 kc., (facilities of KTM and KELW).

Applications Denied

The following applications, heretofore set for hearing, were denied because applicants failed to enter appearances within time allowed:

F. C. Carroll, Lakewood, Ohio, CP, 3,255, 6,425, 12,850 kc., 5 w., intermittent hours; The Humphrey Co., Cleveland, O., CP 6,040, 12,080 kc., 500 w., 4 hours day, 4 hours night.

Ratification Of Acts Of Commissioners

Action taken Oct. 19: WCDQ, Foss Co., Inc., Seattle, Wash., granted 60 day authority to operate transmitter on board "Martha Foss" frequencies 375, 425, 500 kc.

Action taken Oct. 30: W6XAR, Julius Brunton & Sons, portable (San Francisco), granted extension of time for gen. exp. station from Oct. 15 to 31, inclusive.

Action taken Oct. 22: WFAS, Westchester Broadcasting Corp., White Plains, N.Y., granted authority to operate Sunday evenings, Oct. 23 and 30, from 9 to 10 p.m., EST, from 8:30 to 9 p.m., Oct. 31.

Amateur Licenses

The Commission also granted 264 licenses for amateur stations, of which 173 were new, 84 renewals and 7 modifications.

Broadcasting Applications Received

WGNY, Peter Goelet, Chester Township, N.Y., mod. of CP issued Sept. 30, 1932, to make changes in equipment; WBAX, John H. Stenger, Jr., Wilkes-Barre, Pa., CP for changes in equipment, change frequency, power, hours from 1210 kcs., 100 w., specified hours to 1230 kc., 250 w., unlimited hours; WACO Central Texas Broadcasting Co., Inc., Waco, Tex., install automatic frequency control; WENC, Americus Broadcast Company, Americus, Ga., mod. of license to change power and hours from 100 w., daytime to 50 w. night, 100 w. local sunset, unlimited hours; WGBX, Inc., Springfield, Mo., license to cover CP issued July 8, 1932, change location from St. Joseph, Mo., and change hours; KNX, Western Broadcast Co., Los Angeles, Calif., license to cover CP issued June 7, 1932, change equipment and increase power from 5 to 25 KW; KMJ, James McClatchy Co., Fresno, Calif. mod. of CP issued July 22, 1932, to give exact transmitter location and change in antenna.

Renewal Applications

KREG, J. S. Edwards, Santa Ana, Calif., 1500 kc., 100 w., unlimited time; WMPC, First Methodist Protestant Church of Lapeer, Lapeer, Mich., 1300 kc., 100 w., specified hours; WGBZ, Karl L. Ashbacker, Ludington, Mich., 1500 kc., 50 w., unlimited hours; WJBK, James F. Hopkins, Inc., Detroit, Mich., 1370 kc., 50 w., unlimited day, specified hours night; WSIX, Tire & Vulcanizing Co., Springfield, Tenn., 1210 kc., 100 w., unlimited hours.

Applications Other Than Broadcasting

The following applications were received from the Mutual Telephone Co. for renewal of license: Point-to-point telegraph: KHL, Wailuku, T.H.; KHM, Lihue, T.H.; KHN, Lanai City, T.H.; KLN, Hilo, T.H.; KHO, Kaunakakai, T.H.; KOG, KICZ, Honolulu T.H.

Point-to-point telephone: KGXK, KGXM, Waikiki, T.H.; KGXH, KGXJ, Ulupalakua, T.H.; KGXA, KGXC, KGXB, Manawahua, T.H.; KGXO, Kalepa, T.H.

The following licenses were received from The Texas Co. for renewal of geophysical licenses: Portables: WBB, WBD, WBE, WBG, KNB, WBK, WCA, WCB, KJG, WCD, WCH, KNC, KND, WBH, KNE, KNF.

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HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING WASHINGTON, D. C.

ISSUED TWICE A WEEK AND CONTAINING THE LATEST INFORMATION REGARDING THE RULINGS OF THE FEDERAL RADIO COMMISSION, RADIO LEGISLATION, DEPARTMENT OF COMMERCE REGULATIONS, CHANGES IN WAVELENGTH, CALL LETTERS AND POWER, PATENTS, EXPORTS, FEDERAL TRADE COMMISSION RULINGS AND OTHER MATTERS OF INTEREST TO BROADCASTERS AND MANUFACTURERS. :: :: CONFIDENTIAL—NOT FOR PUBLICATION. :: ::

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No. 574

COPYRIGHT NEGOTIATIONS ST. LOUIS TOPIC

One of the principal things which will be decided at the St. Louis Convention of the National Broadcasters Association November 13 will be whether the work of Oswald F. Schuette in connection with the copyright situation will be endorsed, and whether the efforts of Philip G. Loucks, managing director of the Broadcasters Association will be approved, and whether either or both of them will be retained by the Association. Mr. Schuette will make his report on Wednesday, November 16.

The widening of the broadcast band, now being discussed at the Madrid Conference, will also come in for further consideration. Representative James M. Beck, of Pennsylvania, will address the convention on the first day, as will Federal Radio Commissioner Harold A. Lafount, who will be the official representative of the Commission in St. Louis.

Reports will be made by the following committee chairmen: Louis G. Caldwell, NAB representative to the International Radiotelegraph Conference, Madrid; H. K. Carpenter, commercial section; Harry Howlett, merchandising; Roy Harlow, committee on standard forms; John Patt, committee on station promotion; William S. Hedges, World's Fair Exhibit; John V. L. Hogan, Engineering section; E. K. Cohan, technical director, Columbia Broadcasting System; C. M. Jansky, Jr., consulting radio engineer; Edgar L. Bill, program section, Miss Judith Waller, educational committee, Henry A. Bellows, legislative committee; Paul W. Morency, Copyright Committee, and Oswald F. Schuette, director NAB copyright activities.

In an editorial headed "NAB's Future", Broadcasting magazine comments as follows:

"In a fortnight the NAB holds its annual convention at St. Louis. The program calls for the discussion of the usual economic and regulatory problems, with an added dose of copyright and proposed solutions. But the convention means more than that. The very existence of the NAB is at stake.

"That may sound like a bold, groundless statement to many broadcasters. But to those who have been active in the Association's affairs it is truth only too well known. Many broadcasters are indignant over the NAB's showing during the past year, particularly on copyright. Properly or not, they believe there should be a sweeping basic reorganization, not only of its activities, but also of the constitution under which the association functions. If they have their way, the organization will be stripped of everything but its name and built on a new foundation."

Although the discussion is not included in the official program, it is believed that the broadcasters may talk about the matter of wire line charges which the stations must pay to the A. T. & T. It has been estimated that the broadcasters pay from $8,000,000 to $10,000,000 for this service, with no fixed schedule of rates.

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GOVERNMENT SUIT AGAINST RCA MAY BE SETTLED BEFORE NOV. 15.

Negotiations between the companies in the radio manufacturing group charged by the government with monopoly are reaching a stage where a new plan for reconstructing their relationships to meet the principal objections set forth in the suit against them is likely to be formulated within a few days. It will be submitted to the Department of Justice in advance of the date set for hearing of the suit, which is Nov. 15.

There will be, in fact, not one plan but a series of separate measures proposed. No effect is to be given to the important steps envisaged until the directors of the companies involved, principally General Electric and Westinghouse Electric and Manufacturing and the Radio Corporation of America, have completed proposals that they are prepared to submit to their stockholders as well as to the Department of Justice.

It is made clear by those in touch with the developments that while the cross-licensing and stock ownerships attacked in the government suit are believed to be legal and proper by the respective companies, the companies are prepared nevertheless to meet the objections in so far as they can do so without jeopardizing their investments or patent ownership rights.

In the main, two principal problems are involved in the present discussions, which have not been completed. The first is the preparation of the new licensing agreements to eliminate the present cross-licensing arrangements; the second is the determination of the manner in which the large ownership of Radio Corporation stocks by General Electric and Westinghouse can be altered or reduced to satisfy the expressed dissatisfaction of the Department of Justice.

At the present time the Radio Corporation of America holds exclusive licenses of the General Electric and Westinghouse companies for all radio patents involved in the manufacture and operation of radio receiving sets and tubes.

Under the readjustments that are being considered, the exclusive licenses would be canceled and all three companies would hold their own patents, licensing each of the other companies under non-exclusive arrangements so that any one of the companies could manufacture complete radio receiving sets. The same privilege would be available to all other radio manufacturers.

Many details would be involved in such a reorganization. There are approximately $18,000,000 advances owed to the electrical companies by the Radio Corporation of America, the funding of which under any altered stock ownership would require prolonged consideration. An equally important problem is the matter of negotiation.

Another plan which is reported to have been considered by the boards of the two electrical companies is the distribution of their respective stockholders of the common shares of the Radio Corporation of America. General Electric owns 5,188,755 shares of common stock and 27,080 shares of Class A preferred stock of the Radio Corporation of America, and Westinghouse Electric and Manufacturing owns 2,842,950 common and 50,000 Class A preferred shares of the same company. Combined, these stocks amount to 51.4 per cent of the voting strength of the Radio Corporation of America.

In working out plans to revise the relationships of these three companies the management of the Radio Corporation is concerned with solving the problem to the benefit of all classes of stockholders regardless of the relative strength of the holdings. The general plan, while endeavoring to meet objections expressed in the government suit, is intended to be a positive rather than a negative solution of the problem.

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MAJESTIC ANNOUNCES A NEW ALL-ELECTRIC AUTO RADIO

The new all-electric Motor Majestic is the Grigsby-Grunow Company's latest contribution to the radio markets. It entirely eliminates the use of "B" and "C" batteries and is designed for simplicity of installation and service.

The receiver, designed for any make of automobile, is a six-tube superheterodyne with full automatic volume control. The receiver uses the following tubes: Two 38's, three 39's and one 85, the latter being a new development in A.V.C. tubes, and this is the first time it has been used in an auto radio. Sensitivity and tone are said to be comparable to a home receiver.

The source of supply for "B" current is a rugged, trouble-free dynamotor which operates from the automobile battery. The chassis and "B" eliminator are contained in heavy metal cases, mounted out of sight beneath the floor of the car, and operated from a chromium plated remote control unit clamped to the steering column just beneath the steering wheel. The seven-inch electro-dynamic speaker is mounted below the dash,

The Grigsby-Grunow Company believes that the new Motor Majestic is as well shielded from noises developed by the car motor as is possible.

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WLW SEEKING NEW RADIO TALENT

Station WLW, Cincinnati, carried an advertisement in The New York Times yesterday asking for experienced professionals for broadcasting. Auditions are being given at the Hotel New Yorker by Mr. Nicholls.

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DILL PREDICTS COPYRIGHT LEGISLATION

Legislation regulating the amount of copyright fees paid to composers by broadcasting stations is predicted by Senator C. C. Dill, of Washington, co-author of the Radio Act, in the following letter to Broadcasting magazine:

"I have just read the article by Sol Taishoff concerning the proposal of the American Society of Authors and Composers to discriminate in their royalty charges in favor of newspaper-owned stations, as printed in your October 15th issue of Broadcasting.

"This latest attempt of the American Society to curry favor with the great newspapers of this country is a new illustration of their attempt to use every possible influence of public opinion to keep down opposition to their tyrannical and arbitrary use of the power which they exert by control of ninety per cent of the copyrights on the most popular music. I sincerely hope that radio stations owned by newspapers will not be induced by this mess of pottage to endanger their birthright to run radio stations.

"There is already a growing sentiment in the country that newspapers should not be permitted to own radio stations. I have never believed that Congress should legislate to that extent, but if the newspaper-owned stations are to be special favorites of this monopolistic music organization, then there will be new reason for legislation that will prohibit the newspapers from owning and operating broadcasting stations.

"I am more and more convinced that Congress must at an early date pass legislation to compel fair treatment by any organization controlling any considerable amount of copyrighted music, to the extent of compelling them to charge no unreasonable fees, make no unjust requirements and above all, make no discriminatory agreements."

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HARBORD ATTACKS ROOSEVELT RECORD

Asserting that no State administration could disown "the political corruption of any great city within its borders", Maj. Gen. James G. Harbord, chairman of the board of the Radio Corporation of America, in an address at a Union League campaign luncheon in Philadelphia, attacked Governor Roosevelt's record of the last four years in connection with New York City rule.

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Orders for nearly $100,000 worth of newly designed aviation radio-telephone apparatus have just been placed with the Western Electric Company by United Air Lines, American Airways, Transcontinental and Western Air, Western Air Express and National Park Airways. These orders indicate that the air line operators in this country are keeping their equipment abreast of latest improvements.

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RADIO PRIZE COMPOSITION PROVES POPULAR

It will doubtless afford Deems Taylor pleasure to learn that as a result of winning an award in his radio prize competition, Carl E. Eppert, of Milwaukee, continues to win plaudits with his composition "Traffic", brought forth by the NBC composers' contest last Spring. "Traffic" was played last week by the Chicago Symphony Orchestra. Frederick Stock, conductor of the orchestra, and critics were unanimous in their praise of it, one of them declaring that it was "a brilliant success, which heralded a continuous climb up the ladder".

The Cincinnati Orchestra, conducted by Eugene Goossens, included "Traffic" in recent performances and the Chicago Symphony Orchestra will play it again in Milwaukee, where the promising American composer will appear in person to take a bow, as he did in Chicago.

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A PRIVATE PRETZEL MARK

Paul B. Klugh, of Chicago, newly elected legislative chairman of the Radio Manufacturers' Association, is a raconteur extraordinary. One of his best stories is about the Pennsylvania Dutch pretzel manufacturer.

"Everybody knew this man's pretzels", Mr. Klugh, himself of Pennsylvania Dutch extraction, explains, "because there was an authentic mark on each and everyone which no one else in the world could duplicate. After he had finished bending the pretzel he stamped upon it his own thumb-print."

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RADIO-PIANO MAKES ITS APPEARANCE

A new combination, the radio-phonograph-piano, manufactured in Germany under the patents of John Hays Hammond, Jr., for Radio City, was demonstrated privately in New York last week.

"The ordinary piano is limited for large concert halls", said Mr. Hammond, in describing the development of the instrument. "More than seven years ago I began experimenting with electrical amplification to build up the piano tones and make the instrument more versatile. When amplification was applied, a great many noises, normally imperceptible to the ear, were encountered. The German firm of Bechstein, piano makers, became interested in the piano side of the problem, as did Dr. Ernest W./, of Berlin, winner of the Nobel prize

in 1920, who helped to perfect this instrument. He has incorporated my electrical-piano patents with several scientific developments of his own, with the result that this instrument, in all appearances a grand piano, covers a wide tonal range from the harpsichord to the organ.

"It does not replace or even parallel the present piano. This is absolutely a new musical instrument, a creator of new tonal qualities, which we find excellent", said Mr. Hammond. "The jazz effects are extraordinary. The percussion effects are novel. By different degress of amplification, always under control of the artist, the various harmonics can be brought out at will like pulling the stops of an organ."

Most remarkable of all this piano can be made to sound like a full orchestra with saxophone, drums, accordions, a celesta, a harp, or even a toy piano.

No longer does the force of the fingers control the volume as they strike the keys. Touching the keys actuates tiny hammers which give a gentle blow to a string. The vibrations are picked up by miniature magnetic microphones of which there are eighteen inside the piano. Each microphone is the terminal of a number of strings.

S. L. Rothafel heard the new instrument while in Germany in search of ideas for Radio City, and has ordered eight for shipment to New York.

A permanent setting of the left pedal establishes regular piano tones. The volume can be made soft for most pleasing effects in a small room or it can be swelled into tremendous power to vibrate through a large auditorium.

There is a radio set inside the piano. A small switch puts it into use. The phonograph is in a special cabinet alongside the piano. The loud-speaker is included in the cabinet and through it the music of the entire instrument surges.

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NO 1933 RADIO SHOW

One thing was decided by the Radio Manufacturers' Association when they met in New York recently -- there will be no national radio show in 1933. In fact there may never be another one. The show will be omitted this year as an experiment to see what effect, if any, it has upon the year's business.

Radio manufacturers are to be urged to devote more of their advertising space to a discussion of program features. M. H. Aylesworth, president of the NBC, told the RMA board of plans to develop programs designed especially to promote use and, therefore, sales of automobile receiving sets and also sets

Cooperation between set and tube manufacturers to reduce the number of new tubes brought into the market was effected by the Set and Tube Divisions.

It was decided that Chairman Murray of the Set Division should formally and in detail advise all receiving set manufacturers and their engineers of the serious difficulties, including loading up of dealers, involved in the promotion of numerous new unnecessary and minor tubes. Set manufacturers will be urged to reduce their demands on tube makers for products embodying only minor or special developments.

There was unanimous adoption by the RMA Board of a resolution calling on radio patent licensors, including the Radio Corporation of America, to take adequate action against unlicensed manufacturers: The resolution follows:

"Inasmuch as the manufacture and sale, without royalty payments, of unlicensed radio apparatus which infringes patents under which members of this Association are licensed and pay royalties subjects such members to serious disadvantages in competition;

"Therefore, Be it Resolved, that the owners of patents under which members of this Association are licensed and pay royalties be requested by this Association to enforce in every proper manner respect for their patents by the manufacturers and vendors of competing apparatus which infringes such patents."

This action immediately follows recent numerous lawsuits instituted by holders of loud speaker patents against many prominent chain-store, furniture and other purchasers of unlicensed products and is expected to result in similar action to protect receiving set manufacturers against many unlicensed and irresponsible manufacturers.

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BROADCAST BAND MAY BE WIDENED

An agreement on the widening of the broadcast band by the addition of 70 kilocycles, or 7 channels, for the use of the United States, Canada, Mexico and Cuba may be announced shortly from the International Radiotelegraph Conference now meeting in Madrid.

There were two conferences of all interested parties in the United States at the State Department, in Washington, last week. Undersecretary of State William R. Castle presided and it is believed that the American delegation in Madrid was instructed to approve the plan. The proposal is opposed by the Navy, the Coast Guard , and American shipping interests who now operate stations on the frequencies involved.

The move may be blocked by the fact that the international distress frequency would have to be moved from 500 kilocyles to probably 350 kilocycles.

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NBC NEW ACCOUNTS AND RENEWALS

New, John H. Woodbury, Inc. (soap), Spring Grove & Alfred Sts., Cincinnati, Ohio. Agency: Lennen & Mitchell, 17 E. 45th St., NYC. Starts Jan 4, 1933, for 26 weeks. Wednesdays- 9:30 to 10:00 p.m., EST. Network: WJZ, WBZ WBZA WBAL WHAM KDKA WGAR WJR WLW WENR KWK WREN KOIL KWCR WSM WMC WSB WJDX WSMB KVOO WKY KTHS WFAA KPRC WOAI KTBS, Mt. Orange. Program: Donald Novis and Adele Ronson; Leon Belasco and small orchestra.

Change, Smith Bros. Co. WJZ. Program: "Smith Brothers-Trade and Mark". Sundays 9:15-9:30 p.m., EST. Change in contract from 11/13/32 for 20 weeks to 3/26/33 to October 30, 1932 for 20 weeks up to and including 3/12/33. This is a two week advancement of starting date.

Change, George W. Luft Co. - WJZ. Program: "Tangee Musical Dreams". Day and Time: Tues. Thurs. 5:15-5:30 p.m. EST. On 11/8 and thereafter this program will be changed to Tuesday, 7:15 to 7:30 p.m., EST. Station list: WJZ WBZ WBZA WBAL KDKA Chicago and WEst.

Change, Carnation Company - Pacific Coast. Program: "Crosscuts of Log o'Day". Daily exc. Sat. and Sun. 8:45-9:00 a.m. PST. Changed to daily exc. Sat. and Sun. 8:30 -9:00 a.m. PST. Orange network.

New, G. Washington Refining Co., Morristown, N.J. Agency: Cecil, Warwick and Cecil, 230 Park Ave., NYC. Started Oct. 24 for 26 weeks. Mondays 8:00-8:30 p.m. WRC only. "Adventures of Sherlock Holmes" - electrical transcription.

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COLUMBIA NEW AND RENEWED ACCOUNTS

New, Bi-so-dol Company. Blackette-Sample-Hummert & Gardner agency. Program: "The Wandering Boy" - Musical. Tuesdays and Thursdays, 7:30-7:45 p.m., WABC only.

New, Kellogg Company (cereals). Agency: N. W. Ayer Co. Program: "Buck Rogers in the Year 2432". Children's program. Mon. Thurs. and Fri. 7:15 - 7:30 p.m., five stations.

Renewal, Philco Radio & Television Corp. Agency: F. Wallis Armstrong. Program: Philadelphia Symphony Orchestra, Sat. 8:15 to 10 p.m. Basic, plus 18 stations.

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W.U.-RCA OFFICES TO OPEN IN WASHINGTON

Joint offices of the Western Union Telegraph Co. and RCA Communications, Inc., will soon be established in Washington. The companies will merge in an effort to strengthen telegraph, cable and radio services, it was declared.

Joint offices will also be established in New York City, Boston, and San Francisco.

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KVOO, Southwestern Sales Corp., Tulsa, Okla. and WAPI, WAPI Brdcstg. Corp., Birmingham, Ala., granted authority to operate simultaneously from 7:30 to 8:30 p.m., and from 8 to 9 p.m., CST, Monday, Oct. 31, with 1 KW power, in order to broadcast political speeches; KSOO, Sioux Falls Brdcstg. Assn. Inc., Sioux Falls, S. Dak., granted authority to operate simultaneously with Station WRVA, on1110 kilocycles, from 6:30 p.m. to 1 a.m., CST, Nov. 8, in order to broadcast election returns; WCAD, St. Lawrence University, Canton, N.Y., granted auth. to install automatic freq. control. Also granted renewal of license 1220 kc., 500 w., spec. hours; WDEV, Harry C. Whitehill, Waterbury, Vt., granted mod. of CP to change type of eqpt. quthorized by CP; and

WROL, Stuart Brdcstg. Corp. Knoxville, Tenn., granted mod. of CP to make changes in eqpt. and change commencement date from Aug. 29 to 10 days after this date, and completion date from Nov. 29 to 60 days after this date; WHA, Univ. of Wisconsin, Madison, Wis., granted mod. of CP extending completion date from Sept. 13 to Nov. 13, 1932; KGCX, First State Bank of Via, Wolf Point, Mont., granted mod. of lic. to change hours of operation from daily, 6 to 9 a.m., noon to 3 p.m., 6 to 9 p.m., MST, to: Daily except Sunday, 6:30 to 9 a.m., 11:30 a.m. to 3 p.m., 6 to 9 p.m., and Sunday, 7 to 9 a.m., 11 a.m. to 3 p.m., and 6 to 9 pm. (Total day and night hours remain same and no change in quota; and

WKBZ, Karl L. Ashbacker, Ludington, Mich., granted license covering changes in eqpt. and increase in power to 100 w., 1500 kc., unltd. hours; WHAS, The Courier-Journal Co. & The Louisville Times Co., Louisville, Ky., granted license covering installation of new eqpt. and increase in power from 10 to 25 KW; 820 kc., unltd. time; KFYO, Kirksey Bros., Lubbock, Tex., granted license covering installation of new eqpt. 1310 kc., 100 w. night, 250 w. LS, unltd. time; WHET, Troy Brdcstg. Co., Troy, Ala., granted license covering erection of new station, to operate on 1210 kc., 100 w. daytime; WORK, York Broadcasting Co., York, Pa., grant- authority to operate from 4:45 p.m., EST, Nov. 8 to 2 a.m., EST, Nov. 9, in order to broadcast election returns; WFAS, Westchester Brdcstg. Corp., White Plains, N.Y., granted auth. to operate Monday, Oct. 31, from 3 to 4 p.m., in order to broadcast a political rally; also

KGAR, Tucson Motor Service Co., Tucson, ARiz., granted auth. to operate from sunset Nov. 8 to 4 a.m., Nov. 9, with 250 w. power in order to broadcast election returns; KUMA, Albert H. Schermann, Yuma, Ariz., granted spec. auth. to operate 9 p.m. to 12 mid- ; night, MST., Oct. 31 and Nov. 7; and

WDSO, Aeronautical Radio, Inc., Buffalo, N.Y., granted CP to move transmitter to Administration Bldg., Municipal Airport, Buffalo; New, Same Co., Pocatello, Idaho, granted aviation-Aero. CP, freqs. 2906, 3072.5, 3082.5, 3088, 5510, 5540, 5672.5, 5692.5, kc., unltd., 400 w.; New, same Co., Spokane, Wash., granted avia-

tion -aero CP., freqs: 3162.5, 3172.5, 3182.5, 5572.5, 5582.5, 5592.5, 5662.5 kc., 50 w.; New, same Co., Butte, Mont., granted aviation-aero CP., details same as for Pocatello, Idaho, listed above; KGTT, Aeronautical Radio Inc., WAE Hangar, Cheyenne, Wyo., granted aviation-aero license, freqs. 2906, 2072.5, 3082.5, 3088, 5510, 5540, 5672.5, 5692.5 kc., 50 w.; KGUA, Same Co., El Paso, Tex., granted mod. of lic. to permit communication with orange chain stations. Also to communicate in addition to orange, with brown and blue chain; also

KTK, Globe Wireless Ltd., Mussel Rock, Cal., granted CP for pub. coastal and coastal telg. serv. for addl. transmitter, 1.5 KW power; W8XAN, The Sparks-Withington Co., Jackson, Mich., granted exp. visual brdcstg. lic.: freqs. 1600-1700, 43000-46000, 48500-50300, 60000-80000 kc., 100 w.; W1XAW, Trustees of Tufts College, Medford, Mass., granted renewal of gen. exp. lic., freqs. 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310 kc., 500 w.; W9XAW, Mich. College of Mining, Houghton, Mich., granted ren. of gen. exp. license, freqs. 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310 kc., 250 w.; KIEF, Seattle Brdcstg. Co., portable, Seattle, Wash., granted ren. of temp. broadcast pickup license 1518, 2342.kc. 1.5 w. power; Humble Oil & Refining Co. , granted renewal of geophysical station licenses for portable stations Nos. 1 to 18 inclusive.

Renewal Of Licenses

The following stations were granted renewal of licenses for the regular period: KGA, Spokane, Wash., KIDO, Boise, Idaho, WFOX, Brooklyn, N.Y., WBBR, Brooklyn, N.Y., WEVD, New York, WHAZ, Troy, N.Y., and KID, Idaho Falls, Idaho.

Designated renewal appl. for hearing and granted temp. lic. pending decision on renewal application: WHIS, Daily Teleg. Prtg. Co., Bluefield, W. Va.; WRVX, Richmond Development Corp., Roanoke, Va., WTAQ, Gillette Rubber Co.,Eau Claire, Wis.

Granted temp. lic. from Nov. 1 to Dec. 1, 1932, pending action on appl. for renewal of license: KSCJ, Perkins Bros. Co., The Sioux City Journal, Sioux City, Ia.; KGMB, Honolulu Brdcstg. Co. Ltd., Honolulu, T.H.; KTW, First Presbyterian Church of Seattle, Wash.

WRAK, Clarence R. Cummins, Williamsport, Pa., granted temp. lic. subject to decision of Commission on pending appl. for renewal; to operate on 1370 kc., 100 w., unltd. time until the completion of construction of Station WJEQ, at Williamsport, Pa., and beginning program tests of said station, then simultaneous to share with WJEQ.

Set For Hearing

New, Jos. de Palma, Jeanette, Pa., requests CP for new station, 590 kc., 250 w., daytime; WTRC, The Truth Pub. Co., Inc., Elkhart, Ind., requests CP to change eqpt. and increase operating

power from 50 to 100 w.;W5XC, Ozark Radio Corp., Shreveport, La., req. renewal of gen. exp. license; W5XA, Rev. Lannie W. Stewart, Shreveport, Pa., req. renewal of gen. exp. license.

Applications Denied And Dismissed

WENC, Americus Broadcast Co., Americus, Ga., denied auth. to op. exp. unltd. night time, for period of 60 days with 50 w. power, to determine extent of interference which would be caused by operation unltd. time with 50 w. night time, 100 w. daytime.

The following applications were dismissed from the hearing docket without prejudice, at request of applicants: New, John Brownlee Spriggs, Pittsburgh, Pa., CP, 800 kc., 5 KW, daytime; and KROW, Educational Brdcstg. Corp., Richmond, Cal., mod. lic. 930 kc. 500 w., 1 KW, LS, unltd. time.

Action On Examiners' Reports

Ex. Rep. No. 408, New, Edward Tomajko, Sr., Greensburg, Pa., denied CP for new station to op. spec. hours on 620 kc., 250 w., daytime, reversing Chief Examiner Ellis A. Yost.

Miscellaneous

For the reason that completion of construction under the following permits has not been completed, and no applications for extension of time or for licenses has been filed, the applications have been retired to the closed file:

New, Mutual Telephone Co., CP's for 8 new pt. to pt. tel. stations; KICI and KICJ, CP's for 2 new pt. to pt. tel. stations; KICK and KICL, County of Denver, CP for special emergency service KIDN, KIDM, KIDP, KIDS, Warner Bros. Pictures, Four CP's for motion picture service; W3XC, Jenkins Laboratories, Inc., CP for new visual brodcstg. service; WJEN, Mobile Brdcstg. Co., CP for new broadcast pickup station; KFK, American Fisheries, CP for new public coastal station; W9XP, Press Wireless, Inc., CP for gen. exp. station; W9XAA, Chicago Fed. of Labor, CP for new visual brdcstg. sta. license expired; W10XG, DeForest Radio Inc., CP for new exp. visual brdcstg. station and extension of time.

Visual Broadcasting Application

New, Visual Radio Corp. Watsontown, Pa., requests CP for 2200-2300 kc., 1 KW, intermittent hours.

Applications Received

WESG, Cornell Univ., Ithaca, N.Y., mod. of lic. to change freq. from 1270 to 1040 kc.; WLVA, Lynchburg, Va., CP to change eqpt., freq. power and hours, from 1370 kc., 100 w., shares WBTM to 1500 kc., 100 w. night, 250 w., day, unltd. hours. Facilities WRBX, Roanoke, Va., resubmitted and amended to req. 1410 kc., 250 w. half time with WHIS, Bluefield, W.Va. Requestsall facilities of WRBX, Roanoke, Va.

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HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING WASHINGTON, D. C.

ISSUED TWICE A WEEK AND CONTAINING THE LATEST INFORMATION REGARDING THE RULINGS OF THE FEDERAL RADIO COMMISSION, RADIO LEGISLATION, DEPARTMENT OF COMMERCE REGULATIONS, CHANGES IN WAVELENGTH, CALL LETTERS AND POWER, PATENTS, EXPORTS, FEDERAL TRADE COMMISSION RULINGS AND OTHER MATTERS OF INTEREST TO BROADCASTERS AND MANUFACTURERS. :: :: CONFIDENTIAL—NOT FOR PUBLICATION. :: ::

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No. 575

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EXAMINER RECOMMENDS REMOVAL OF KYW TO PHILADELPHIA

The Federal Radio Commission now has before it the report of Examiner Elmer W. Pratt in one of the most complicated cases ever handled by the Commission. Sixteen applicants and twenty-three applications were involved. The report is subject to approval, modification or rejection by the Commission.

A summary of the case follows:

Kunsky-Trendle Broadcasting Corporation, licensee of Station WXYZ, through an application for construction permit seeks authority to construct a new 10 KW broadcasting station at Detroit, Michigan, to be operated unlimited time on the clear channel 1020 kilocycles, now used in Chicago by KYW, a station of the Westinghouse Electric and Manufacturing Company. Should its application be granted, this applicant proposes to abandon the operation and relinquish the license of WXYZ.

Through applications for a modification of license and a construction permit the Pittsburgh Radio Supply House, licensee of WJAS, Pittsburgh, Pa., seeks an increase in power from 1 KW to 5 KW and a change in frequency from the regional channel, 1290 kilocycles, to 820 kilocycles (a clear channel now assigned to Station WHAS, Louisville, Ky.), and proposes that the frequency of 1020 kilocycles (now used by KYW) be assigned to WHAS.

The application of the Courier Journal Company and the Louisville Times Company, is for a renewal of license authorizing the continued operation of WHAS, Louisville, Ky., on 820 kilocycles.

Applications of the Westinghouse Electric and Manufacturing Company are for a renewal of license authorizing the continued operation of KYW on 1020 kilocycles in Chicago and, in the alternative however, a construction permit involving a removal of this station from Chicago to Philadelphia, the same frequency assignment being requested.

The Keystone Broadcasting Company and Gimbel Brothers, Inc., licensees, respectively, of Stations WFAN and WIP, Philadelphia, through applications for construction permits propose changes in operating assignments from sharing time on 610 kilocycles with 500 watts power each to sharing time on 1020 kilocycles with 5 KW power each.

Through an application for a modification of license Station WCAU, of the Universal Broadcasting Company, Philadelphia, now operated on 1170 kilocycles with power of 10 KW and with a construction permit to increase power to 50 KW, likewise seeks a change in frequency to 1020 kilocycles.

The application of the WRAX Broadcasting Company, licensee of Station WRAX, Philadelphia, now operating daytime on the frequency 1020 kilocycles are for a renewal license and a construction permit involving a change in operating assignment from daytime on 1020 kilocycles with 250 watts power to sharing time with WPEN on 920 kilocycles with power of 250 watts night and 500 watts day.

The application of William Penn Broadcasting Company is for a construction permit involving a change in the operating assignment of Station WPEN, Philadelphia, from unlimited time on the frequency 1500 kilocycles, with power of 100 watts night and 250 watts day, to sharing time with WRAX on 920 kilocycles with power of 250 watts night, 500 watts day.

WIBG, Incorporated, now operating Station WIBG, Elkins Park, Pa., daytime, applies for a renewal license and also, through an application for a modification of license, requests a change in operating assignment from daytime on 930 kilocycles with 25 watts power to daytime on 970 kilocycles with 100 watts power.

The York Broadcasting Company on behalf of Station WORK, York, Pa., now operating daytime on the frequency 1000 kilocycles with power of 1 KW, seeks merely a renewal of its present license.

The applications of Marcus Loew Booking Agency, Aviation Radio Station, Inc., and Calvary Baptist Church, licensees, respectively, of Stations WHN, WRNY, and WQAO-WPAP, operating under a three way time division in New York City on the frequency 1010 kilocycles with a power of 250 watts each, are for renewal licenses for said stations.

The Main Auto Supply Company, licensee of Station WOWO, Fort Wayne, Indiana, now sharing time with Station WWVA, Wheeling, West Virginia, on the clear channel 1160 kilocycles seeks a renewal license, a modification of license with reference to a change in hours of operation from sharing time with WWVA to unlimited time, and a construction permit, involving an increase in power from 10 KW to 25 KW. In connection with its application for modification of license this applicant proposes that the regional frequency 1290 kilocycles now used by WJAS, Pittsburgh, be assigned to WWVA in lieu of its present half time on 1160 kilocycles.

West Virginia Broadcasting Corporation, licensee of Station WWVA, applies for a renewal of license and a modification of license with reference to a change in hours of operation from sharing time with WOWO on the frequency 1160 kilocycles to unlimited time on that frequency.

These applications therefore fall into five major subdivisions: (1) The proposal to use 1020 kilocycles at Detroit; (2) the proposal that 1020 kilocycles be used at Louisville, Ky. and 820 kilocycles at Pittsburgh; (3) The several proposals to use 1020 kilocycles at Philadelphia-- the other applications from Philadelphia, as well as those from Elkins Park and York, Pa. and New York City being related to these; (4) KYW's application for

renewal of license at Chicago; and (5) applications relating to 1160 kilocycles.

Examiner Pratt recommended:

1. That the application of the Kunsky-Trendle Broadcasting Corporation, Detroit, for permission to erect a new station be denied. This decision was based on the fact that the testimony showed that interference would be likely to result with several stations, including WKAR, Lansing; WHN, WRNY and WQAO-WPAP, New York City; CKCR, Waterloo, Ontario, Canada; also that Detroit and vicinity now receive service from Stations WMBC, 100 w.; WXYZ, 1 KW; WJR, 10 KW; and WJBK, 50 w, as well as CKOK, 5 KW, Windsor, Ontario. Also that the proposed change would make Michigan .84 unit overquota, while the second zone would be 3.73 units underquota.

2. That the application of the Pittsburgh Radio Supply House (WJAS) for construction permit be denied. That the applicant's application for modification of license be denied.

3.That the application for renewal of license of The Louisville Courier-Journal Company and the Louisville Times Company (WHAS) be granted and that a renewal license be issued accordingly. (This is a renewal of WHAS on its present assignment).

4. That the application of the Westinghouse Electric and Manufacturing Company (KYW) for construction permit be granted and that there be issued to said applicant a construction permit authorizing the construction of a new 10 KW transmitter at the proposed location near Philadelphia, to be operated in accordance with the proposals contained in said application and the testimony produced in support thereof.

Should the removal to Pennsylvania be authorized, KYW proposes to construct a transmitter in the vicinity of Whitemarsh, 10 or 12 miles northwest of the Philadelphia City Hall. This location was chosen with a view to rendering as effective service as possible to the Philadelphia Metropolitan area and, by means of suitable antenna array, with a minimum of interference with stations on adjoining channels. The transmitter proposed to be installed is the same as that now used in Chicago, a standard 50-B RCA 50 KW transmitter with the final stage so modified that it would operate satisfactorily with a power of 10 KW. The studios would be located in the Westinghouse Building at Thirtieth and Walnut Streets, Philadelphia, where ample space suitable for studio purposes is available. It is planned to employ the National Broadcasting Company as agent or manager in connection with the production of programs which would be subject to the supervision, censorship and control of the licensee. The programs and service would be similar to those now rendered in Chicago and would include chain features of the NBC, either blue or red network. The general policy would be to provide a substantial number of local programs and not to subordinate the local programs to the network features. In general, the policies followed at Chicago in the operation of KYW would be pursued should the station be moved to Philadelphia.

Should KYW be permitted to move to Philadelphia, this applicant proposes to install a directional antenna which would suppress radiation of both the sky and ground wave in the directions of New York City; York, Pa.; and Baltimore, Md., with the result that interference from the proposed station which might otherwise restrict the service areas of stations in those cities operating on the channels 1000, 1010 and 1060 kilocycles, would be avoided. The proposed antenna would be built with the minimum radiation pointed directly toward New York City.

KYW was the first radio broadcasting station in Chicago, construction having been completed and operation commenced in November, 1921. The removal of this transmitter to Philadelphia will return the 1020 kilocycle channel to the second zone, from which it was borrowed by the third zone several years ago.

This applicant is to be granted a renewal of license on a temporary basis authorizing the continued operation of KYW in Chicago pending the construction of the new transmitter in Philadelphia.

5. That the application of the Keystone Broadcasting Company (WFAN) be denied.

6. That the application of Gimbel Brothers, Inc.(WIP) be denied.

7. That the application of WCAU, Universal Broadcasting Company, for modification of license be denied. This application was recommended for denial because the operation of WCAU at 1020 kilocycles with 10 KW power would result in interference with Stations WHN, WQAO-WPAP and WRNY, 250 w. stations sharing time on the frequency of 1010 kilocycles in New York City. Also there would be interference with WORK, York, Pa. and WBAL, Baltimore, Md.

8. (a) That the applications of the WRAX Broadcasting Company and the William Penn Broadcasting Company (WPEN) for construction permits be granted and that a construction permit to said applicants jointly be issued in accordance with said applications;

(b) That the application of the WRAX Broadcasting Co. for renewal of license be granted on a temporary basis and that a renewal license be issued in accordance therewith authorizing the continued operation of WRAX with its present assignment pending construction of the new transmitter.

9. That the application of WIBG, Inc. for modification of license be granted and that a modification of license be issued in accordance therewith and that this applicant's application for renewal of license be denied.

10. That the application of the York Broadcasting Company (WORK) for renewal of license be granted and that a renewal license be issued in accordance therewith.

11. That the applications of Marcus Loew Booking Agency (WHN) Aviation Radio Station, Inc. (WRNY) and Calvary Baptist

Church (WQAO-WPAP) for renewals of licenses be granted and that renewal licenses be issued in accordance therewith.

12. That the application of the Main Auto Supply Company (WOWO) Fort Wayne, Ind. for modification of license be denied; That the application of this applicant for construction permit be denied; and that this applicant's application for renewal of license be granted and that a renewal license be issued in accordance therewith.

13. (a) That the application of the West Virginia Broadcasting Corporation (WWVA) for modification of license be denied; (b) That the application of this applicant for renewal of license be granted and that a renewal license be issued in accordace therewith.

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RADIO COMMISSION CUTS FORCES AGAIN

Acting under the economy act and the President's executive order providing for the transfer to the Federal Radio Commission of the Radio Division of the Department of Commerce, the Commission has adopted a plan for the reorganization of its field force which will effect a saving of approximately $75,000 per annum, and reduce its personnel by 33.

Economies effected at headquarters in Washington by the recent merger of the two institutions amounted to $35,000 yearly, so that the consolidation means an annual saving of $110,000. This includes substantial savings made possible by new leases, reduced rentals, and operating office expenses. The new set up requires less office space than the old system.

The reorganization of the field force represents intensive study on the part of the Commission and its staff since July 20, 1932, when the merger was authorized. It proves for "more efficient service at less expense", according to Thad H. Brown, Commissioner, supervising the field organization. "This is one of the major jobs completed by the Commission", Commissioner Brown added, "and represents a big step forward. In keeping with the times we have made a substantial saving and at the same time made the service more efficient.

"It provides for the elimination of much overlapping and lost motion since the inspectors in charge are to report direct to the Commission. We can thus direct the work of the field force more expeditiously and efficiently."

The outstanding feature of the plan provides for the division of the United States into 20 districts, each in charge of an inspector. Headquarters of these districts will be at Boston, New York, Philadelphia, Baltimore, Norfolk, Atlanta, Miami, New Orleans, Galveston, Dallas, Los Angeles, San Francisco, Portland, Oreg., Seattle, Denver, St. Paul, Kansas City, Chicago, Detroit and Buffalo.

This has been accomplished, with one exception, by making existing suboffices of the present nine large districts, independent. The exception being the new headquarters at Galveston, Tex., which will be operated at a minimum cost since the required office quarters were donated by the Galveston Chamber of Commerce pending completion of the new Federal Office Building.

The present supervisors will henceforth be known as inspectors in charge. The new policy requires the heads of all field officers to serve as working supervisors. It will bring the field organization in harmony with the organization in Washington and will also reduce the cost of administration.

Duplicate handling of the mail with attending demands upon clerical forces and filing space will be eliminated.

It is proposed to make periodical changes in the assignment of supervisors. It is believed this plan will keep the men better informed, generate new ideas, coordinate the work in the field and avoid sluggishness.

Heretofore the greatest demand for personnel arose out of matters relating to examinations for operators' licenses, inspection of ship stations and the maintenance of records relating to amateur radio stations. Procedure that controls the preparation for and the giving of examinations for operators' licenses has been changed and it is believed vastly improved. The other problems mentioned have been simplified.

The new plan has the hearty endorsement of W. D. Terrell, for many years Chief of the Radio Division, now Chief of Field Operations of the Federal Radio Commission.

"It will expedite the work materially", said Mr. Terrell, "and will give encouragement to men long in the service in the suboffices. The added responsibility will mean in most cases better service. The new division of districts makes it possible to deal more effectively with the people throughout the United States operating radio equipment.

"It will also result in economy because of the reduction in territory to be covered, and in closer inspection of equipment. The inspectors can now keep in closer contact with their people and with the Commission. It will be beneficial all along the line."

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William S. Paley, president of the Columbia Broadcasting System, has leased a five-story furnished residence at 35 Beekman Place, overlooking the East River, New York City.

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RADIO OFFICIAL BLAMES GRUDGES FOR SUSPENSION

Charges on which he has been suspended for ninety days pending an investigation were "fabrications" by "disgruntled employes in my office", Maj. Walter van Nonstrand, Federal radio inspector for the fourth district, Atlanta, declared when told of the suspension.

He expressed confidence he could answer the allegations to the satisfaction of the Radio Commission.

He said he was preparing the answer and would have it in the hands of the commission in a day or so.

The inspector declined to go into details of specific charges against him, but said they resulted from a "plot concocted by certain disgruntled employes under my jurisdiction to 'get me'".

Ben Fisher, assistant general counsel of the Radio Commission, is in Atlanta to investigate the charges under which both Van Nostrand and his secretary, Miss Mary L. Bell, were suspended.

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RADIO GAVE ORMANDY FLYING START

An ovation was accorded Eugene Ormandy, so well known to radio listeners, when he appeared last week as guest conductor of the Philadelphia Symphony Orchestra. Mr. Ormandy is scheduled for nine more guest appearances with this famous organization during the forthcoming season.

It was just about a year ago that Ormandy was appointed conductor of the Minneapolis Symphony Orchestra, at a salary reported to be upwards of $20,000. At that time he was the conductor of the Melody Moments broadcasting orchestra. His work in the studios attracted so much attention that he was selected as general musical director for Columbia but it was then that the Minneapolis people grabbed him.

Following a strenuous season in the northwest, injecting new life into the Minneapolis Symphony, he spent the summer driving through Germany, Austria, Hungary and Italy in his twelve-cylinder car. He included visits to Salzburg, where Mozart was born, Bonn where Beethoven was born and Budapest where Eugene Ormandy was born.

Ormandy was a violin prodigy there at the age of $3\frac{1}{2}$, and the youngest pupil of the Royal State Academy of Music at $5\frac{1}{2}$. It was as a violinist that he came to the United States but he soon found himself conductor of the Capitol Grand Theatre Orchestra in New York City.

There was a great break for him about a year ago when Toscanini was unable to fill an engagement as guest conductor with the Philadelphia Symphony Orchestra. Ormandy was substituted in his stead and today, at the advanced age of 32, the attractive blonde Hungarian finds himself sitting on top of the world of music.

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NEW RADIO MAGAZINE

A new weekly, to be titled "Big Time", covering stage, screen and radio, will be published shortly by Rudolph Field and Donald Herman.

Both Field and Herman are said to be active in radio--the former doing a period over a New York station called "Chats with Authors" and the latter on the air as an entertainer.

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KDKA TWELVE YESTERDAY

Station KDKA, Pittsburgh, the pioneer broadcaster in the United States, celebrated its twelfth anniversary on the air yesterday (Wednesday, Nov. 2).

It was Nov. 2, 1920, that KDKA broadcast the first program, featuring the Harding-Cox election returns. A few hundred wireless amateurs tuned in.

A Pittsburgh department store saw new possibilities in building sets at home and advertised wireless parts for sale. A big business resulted and the radio "craze" swept the country.

Today KDKA is one of the most powerful stations in the country and its short-wave transmitter sends programs to foreign lands.

There are 607 broadcasting stations on the air at present, and approximately one-third of these are linked with the networks of the National Broadcasting Company or the Columbia Broadcasting System.

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It is estimated by the National Electric Light Association that each receiving set provides revenue of $6 a year in electric energy consumed, allowing for additional lighting on account of longer hour burning.

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WMCA, Knickerbocker Broadcasting Co., Inc., New York City, granted license covering move of transmitter from Hoboken to Flushing, N.Y., 570 kc., 500 w., shares with WNYC; KGFL, Inc. Santa Fe, N. Mex., granted mod. of CP extending completion date from Sept. 17 to Dec. 1; KOB, New Mexico College of Agriculture, Albuquerque, N. Mex., granted temp. license covering move of station from State College to Albuquerque, 1180 kc., 10 kw., simultaneous day with KEX, share evening hours, KOB one-third, KEX two-thirds time; also

WESG, Cornell University, Ithaca, N.Y., granted mod. of license to move studio to Mark Twain Hotel, Elmira, N.Y.; WGY, General Electric Co., Schenectady, N.Y., granted mod. of license to use eqpt. formerly licensed as the main transmitter for auxiliary purposes; KMBC, Midland Brdcstg. Co., Kansas City, Mo. granted mod. of license to use equipment formerly licensed as main transmitter for aux. purposes; WHBC, C. W. Hayes, Manager, Canton, Ohio, granted authority to operate simultaneously with Station WNBO Nov. 8, from 9 p.m. to midnight, EST., in order to broadcast election returns; WSAX, The Burlington Daily News, Burlington, Vt., granted authority to broadcast election returns Tuesday, Nov. 8.; KGY, Inc., Olympia, Wash., granted authority to operate from 6 p.m., EST., Nov. 8 to 6 a.m., PST, Nov. 9, in order to broadcast election returns; and

WHDH, Matheson Radio Co., Inc., Boston, Mass., granted mod. of CP approving transmitter location off Salem Turnpike, Saugus, Mass.; WHDL, Tupper Lake Brdcstg. Co., Inc., Tupper Lake, N.Y., granted auth. to operate Nov. 4 from 7:30 to 10:30 p.m., in order to broadcast political program; KMJ, James McClatchy Co., Fresno, Calif., granted mod. of CP approving transmitter location to West side of First Avenue, 1/4 mi. south of Shields Ave., Fresno, Calif., changing frequency to 580 kc., increasing power to 500 w. and installing new equipment; also

W10XR, Kohler Aviation Corp., portable, Pairs Township, Mich., granted mod. of CP to change apparatus from self-excited oscillator to master oscillator power amplifier; WRDB, Press Wireless, Inc., Washington, D.C., granted mod. of CP extending com. date to July 1, 1933, and change in freqs. to 5,285, 5,355, kc. WJU, Hicksville, L.I., granted mod. of CP extending completion date to Feb. 15, 1933; KGWB, Dallas, Tex.; KGWH, Salt Lake City; KGWF, Minneapolis; KGWG, Seattle; KGWE, Los Angeles, granted CPs mod. extending completion date to July 1, 1933; and

W6XS, Don Lee Brdcstg. System, Gardena, Calif., granted CP of visual broadcasting CP extending completion date to Dec. 1, 1932; KIDV, Libby, McNeill & Libby, moored tally scow "Alaska", granted renwal of license (fixed public point-to-point telephone) 3,190 kc., 2 w.; KIEG, Seattle Brdcstg. Co., portable, granted renewal of broadcast pickup license, 2,342 kc., 27.5 w.; The Texas Co., granted renewal of geophysical station licenses for portables Nos. 1 to 19, inclusive.

Aeronautical Radio, Inc., Iowa City, Iowa, granted CP (aviation-airport), freq. 278 kc., 15 w.; KGUY, Aeronautical Radio Inc., Oakland, Calif., granted aviation CP to modify equipment at existing airport station, so that equipment will operate as airport station and also as miniature beacon; same company, Seattle, Oklahoma City, Burbank, Calif.; Moline, Ill.; Spokane, Wash.; Toledo, O.; granted aviation-airport CP, 278 kc., 15 w.; State of Connecticut, Department of Aeronautics, portable on any aircraft, granted gen. exp. license, 41,000, 51,400 and 60,000-400,000 kc., 10 w.

Set For Hearing

WCBA, B. Bryan Musselman, Allentown, Pa., req. mod. of license to increase power from 250 w. to 500 w. on exp. basis; WSAN, Allentown Call Pub. Co., Allentown, Pa., requests mod. of license to increase power from 250 w. to 500 w. on exp. basis; KOB, N. Mexico College of Agriculture, Albuquerque, N. Mex., renewal of license set for hearing because facilities of station have been applied for; WCGU, United States Brdcstg. Corp., Brooklyn, N.Y., license covering move of transmitter from Brooklyn to Long Island City. Designated for hearing because of protests by Stations WEVD, WMBQ and WWRL.

The WNPD Co., New Philadelphia, Ohio, requests CP for new station to operate on 850 kc., 50 w. daytime (9 a.m. to local sunset).; KUMA, Albert H. Shermann, Yuma, Ariz., requests mod. of license to change specified hours of operation to 7 to 9 a.m., 11 a.m. to 2 p.m., 6 to 10 p.m., MST., daily. (Now operates 6 to 9 a.m., 12 noon to 3 p.m., 6 to 9 p.m. daily).

Ratification Of Acts Of Commissioners

Action taken Oct. 28 : Division of Fish and Game, San Francisco, Calif., granted temp. auth. (60 days) to operate transmitter aboard "Bluefin", pending receipt of formal application, freq. 375 to 16,680 kc.; WCAU, Universal Brdcstg. Co., Philadelphia, Pa. program test period for aux. transmitter extended 30 days.

Action taken Oct. 29: WMBH, W. M. Robertson, Joplin, Mo., granted spec. auth. to operate from 8:30 to 9:30 p.m., CST, on following Sundays: Oct. 30, Nov. 6, 13,20,27 and Dec. 4, 11, 18 and 25.

Action taken Oct. 31: WODX, Mobile Brdcstg. Corp., Mobile, Ala., WSFA, Montgomery Brdcstg. Co., Inc., Montgomery, Ala., denied auth. to operate simultaneously with 250 w. power on 1410 kc., Nov. 8, from local sunset to 12 p.m., CST, and until 6 a.m., CST, Nov. 9.

Applications Received

WLCI, Lutheran Association of Ithaca, N.Y., CP to make changes in equipment; WESG, Cornell University, Ithaca, N.Y., mod. of license to change frequency from 1270 to 1040 kcs.; WLVA,

Lynchburg Brdcstg. Corp., Lynchburg, Va., CP to change equipment change frequency, power and hours, from 1370 kc., 100 w., shares WBTM, to 1500 kc., 100 w. night, 250 w. day, unlimited hours. Facilities WRBX, Roanoke, Va., resubmitted and amended to request 1410 kc., 250 w. half-time with WHIS, Bluefield, W.Va. Requests all facilities of WRBX, Roanoke, Va.; WCBA, B. Bryan Musselman, Allentown, Pa., WSAN, Allentown Call Pub. Co., Allentown, Pa. mod. of license to increase power from 250 to 500 w.; amended to request the authorization be made on exp. basis; and

KTSA, Lone Star Brdcst. Co., Inc., San Antonio, Tex. voluntary assignment of license to Southwest Brdcstg. Co.

The following applications for renewal of license have been received: WGH, Hampton Roads Brdcstg. Corp., Newport News, Va., 1310 kc., 100 w., unlimited hours; WDAS, WDAS Brdcstg. Station, Philadelphia, Pa., 1370 kc., 100 w. night, 250 w. LS, unlimited hrs; WJTL, Oglethorpe University, Atlanta, Ga., 1370 kcs., 100 w., unlimited hours.

Applications Other Than Broadcasting

KGVN, Washington Air College, Tacoma, Wash., CP to install new eqpt. 278 kc., 15 w. airport station; W9XAN, Elgin National Watch Co., Elgin, Ill,, renewal of special exp. license for frequencies in amateur bands, 500 w.; W9XA, National Brdcstg. Co., Denver, Colo., renewal of spec. exp. license for 830 kc., 12.5 w.; American Radio News Corp., portable and mobile, New York, CP, for new experimental station 60,000-400,000 kc., 10 w.; also

Aeronautical Radio, Inc., Kansas City, Kans., new CP for 2906, 3072.5, 3082.5, 3088, 4967.5, 4987.5, 5672.5, 5692.5 kc., 90 w., aero station.

United Airways, Inc., license for aircraft on 2906 to 5692.5 (same freqs. listed above) 5 kc., 15 w.; John T. Bruggeman, portable in State of New Jersey, CP for 100,000 to 600,000 kc., 0.1 to 40 w. gen. exp.; WHG, Aeronautical Radio, Inc., Port Columbus, O., lic. cov. CP for 2906 to 5692.5, incl. (see listing above) 400 w., aero station. Aeronautical Radio, Inc., Toledo, Ohio, CP for 278 kc., 15 w. airport station. KGZH, City of Klamath Falls, Klamath Falls, Oreg., license covering CP for 2442 kc., 25 w. Municipal police station; W1XAW, Trustees of Tufts College, Medford, Mass., renewal for 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310 kc. 500 w., gen. exp. station.

The following applications were received from RCA Communications for renewal of point-to-point telegraph licenses as follows: Brunswick, N.J., WIK, 13930 kc., 40kw.; WES, 9450 kc., 40kw.; WIZ, 6965 kc., 40kw.; WEN, 7407.5 kc., 40kw.; WEV, 7730 kc. 40kw; WQT, 13865 kc., 40kw.; WAZ, 14920 kc., 40 kw.; WKQ, 16000 kc. 40kw; San Juan, Puerto Rico, WGT, 13705 kc., 1 KW; WGU, 6852.5 kc. 1 KW; WJT, 4050 kc., 500 w.; WQZ, 15,445 kc., 1 KW; Kahuku, T.H.- 40 KIO, 11680 kc. 40 KW.; KEQ, 7370 kc., 40 KW.; KQH, 15985 kc., KW.; Point-to-point telephone stations - KKH, 7520 kc., 40 KW.; and KKP, 16030 kc., 40 KW.

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HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING WASHINGTON, D. C.

ISSUED TWICE A WEEK AND CONTAINING THE LATEST INFORMATION REGARDING THE RULINGS OF THE FEDERAL RADIO COMMISSION, RADIO LEGISLATION, DEPARTMENT OF COMMERCE REGULATIONS, CHANGES IN WAVELENGTH, CALL LETTERS AND POWER, PATENTS, EXPORTS, FEDERAL TRADE COMMISSION RULINGS AND OTHER MATTERS OF INTEREST TO BROADCASTERS AND MANUFACTURERS. :: :: CONFIDENTIAL—NOT FOR PUBLICATION. :: ::

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Miss Sprague

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No. 576

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EDUCATION EXPERT FLAYS AMERICAN BROADCASTING SYSTEM

A reform of the system of broadcasting in the United States is inevitable declared Joy Elmer Morgan, editor of the Journal of the National Education Association, addressing the New Hampshire State Teachers' Association. While there are occasional bright spots in our radio broadcasting, Mr. Morgan said, the programs as a whole have grown steadily worse.

"There is a marked loss of public interest", the educator continued, "Many people are ignoring radio entirely. The sale of radio sets has fallen off at the very time the sale of sets in England is increasing. Our people resent radio advertising and often deliberately refuse to buy products featured in radio sales talks. Income from radio advertising is falling off and may at any time prove inadequate to maintain our programs.

"There is increasing dissatisfaction on the part of members of Congress. One evidence of this dissatisfaction is the Couzens-Dill resolution which required the Federal Radio Commission to make an investigation of the possibilities of government ownership of radio and of education by radio. As was to be expected, the Commission conducted that investigation from the point of view of the commercial interests as distinguished from the point of view of the listener or of education and as a result there is already demand for an independent and impartial investigation by the Congress itself.

"Our neighbor to the North has already recognized the unsatisfactoriness of the American system which it at first attempted to follow, by working out a plan of its own, involving public ownership and operation in which the various provinces and dominion governments will cooperate. It is unthinkable that America will be satisfied with things as they are in the face of the breakdown of commercial broadcasting, the loss of public interest, and the persistent interference with the rights and needs of the states and localities.

"The question of radio is particularly timely in view of the central theme of this convention - "Educating the Whole Child". The new world which is created by radio is a part of the child's world. It will help to determine his ideals, his attitudes and his tastes. He will learn much of his language and his speech from radio. His taste for music and entertainment will depend in considerable measure on what comes into the home by radio. Much of the information which is to guide him in the management of his daily life and in his activities as a citizen will come to him through broadcasting channels. Shall those channels be used to further the interests of private commercial monopolies? Shall they be dominated by big city centers, or shall they be brought close to the American culture?"

Mr. Morgan declares the advertising and popular programs tend to monopolize the best hours which leaves no time at those hours for people interested in educational and quality

programs. He advocates that radio programs of various types be so stabilized at fixed hours and on fixed channels that listeners will remember the type of program to expect.

"If commercial programs are allowed on the air at all", Mr. Morgan concluded, "they should be safeguarded so that commercial interests shall not be allowed to make false statements on the air or to go over the heads of parents in an effort to form the habits of the children. Civilization cannot progress by abusing its children.

"If radio stations are privately owned they should not be allowed to ally themselves with other monopolies which have a powerful interest in the control of free speech. Thus it should not be possible for one monopoly to control both newspaper and radio in a given territory. If private monopoly is a social danger in the material field it is an even greater danger in the field of ideas and public information."

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RADIO PHONES SOON TO CONNECT ALL NATIONS ON THE GLOBE

Extensions of international radio telephone networks now definitely planned will embrace all the continents on the globe and make possible the connection of virtually any two telephones in the world, according to Bancroft Gherardi and Frank B. Jewett, vice presidents of the American Telephone and Telegraph Company.

The world-wide telephone network, when it is completed in accordance with the present plans, will include countries having 99 per cent of all the telephones in the world and having 92 per cent of the world's foreign trade.

The additional telephone connections now planned or recently completed, are as follows:

London-New York: Additional long-wave channel to be completed in 1934; submarine cable, no date; London-Montreal: short-wave, completed in 1932. Berlin-Mexico City: short-wave, no date available. Lima-New York: short wave, nearly ready. Bogota-Miami: short wave, nearly ready. Maracay-Miami: short-wave, nearly ready. Madrid-Rio de Janeiro: short-wave, 1932; Brussels-Buenos Aires: short wave, 1932.

Casablanca-Paris: short wave, no date; Capetown-London, short wave, 1932; Johannesburg-London; short wave, no date; Cairo-London: short wave, completed. Algiers-Paris: short wave, no date. Brussels-Leopoldville: short wave, 1932. Berlin-Cairo, short wave, no date. Capetown-London: short wave, 1932. Paris-Tananarivo, short wave, no date. Amsterdam-Bandong, short wave, no date. Bombay-London: short wave, no date. London-Singapore, short wave, no date. London-Tokyo: short wave, no date. Hong-Kong-London: short wave, no date.

Manila-San Francisco: short wave, no date. San Francisco-Tokyo: short wave, no date. San Francisco- Sydney: short wave, no date. Miami-Tegucigalpa: short wave, nearly ready. Miami-Managua: short wave, nearly ready. Miami-San Jose (Costa Rica): short wave, nearly ready. Miami-Panama: short wave, nearly ready. Juneau-San Francisco: short wave, no date. Lima-Santiago: short wave, no date. Bangkok-Calcutta: short wave, no date.

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ECLIPSE SHOWS VIOLET RAYS RESPONSIBLE FOR KENNELLY-HEAVISIDE LAYER

Experiments showed that ultra-violet rays, bombarding the earth's atmosphere, are chiefly responsible for the two "radio roofs" (Kennelly-Heaviside layer), that make long-distance radio transmission possible, says T. R. Gilliland, of the Bureau of Standards, reporting to the Philosophical Society of Washington.

This is one of the first announcements of practical results of the elaborate observations made by a score or more of scientific expeditions during the eclipse on August 31. Radio waves, sent out from the ground, are reflected back earthward by the "roofs" and hence are enabled to circle the earth in a series of giant "bounces" between earth and sky.

Findings of the Bureau of Standards upset one recently offered theory, that the lower layer was caused by streams of particles shot out from the sun, instead of by ultra-violet light. The particles were produced, it was thought, by the effect of "radiation-pressure" on atoms in the sun. Radiation, such as light or heat, does exert actual pressure on objects in its path, though this pressure can not usually be felt.

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RCA REPORTS NET LOSS

David Sarnoff, president of the Radio Corporation of America, made public the report of the company for the third quarter of this year, showing a net deficit of $812,128 after all charges, taxes and depreciation, contrasting with a net income of $1,318,785 in the corresponding period last year. For the first nine months of this year there was a deficit of $592,723, against net income of $3,957,489 for the corresponding period last year.

No dividends were paid in the third quarter on any class of stock. Gross income from operations for the third quarter amounted to $13,979,473, against $24,089,704 in the 1931 period, and total income from all sources was $14,254,637, against $25,664,292 last year. Net earnings after cost of sales, general operating, development, selling and administrative expenses were $665,197, against $3,754,815 last year.

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NAB CONTRACT REVISION REJECTED BY ASCAP

The Board of Directors of the ASCAP at a special meeting in New York on November 2 refused to sanction the proposal for a revision of the broadcasting copyright contracts, which had been worked out in almost two months of conferences between E. C. Mills, general manager of the Society, and Oswald F. Schuette for the National Association of Broadcasters.

"The basic feature of the new contract upon which Mr. Mills and Mr. Schuette agreed would have transferred the royalty from the total revenues of broadcasting stations to a percentage of the advertising revenue earned by the use of ASCAP music," the NAB Bulletin relates. "Throughout the negotiations, as well as in correspondence with individual broadcasters, Mr. Mills has agreed that it was wrong to levy royalty on programs regardless of their musical content. The Board of Directors agreed with this position but declined to sanction a revision of the contract at this time.

"As a result, no new contract will be presented to the St. Louis Convention and Mr. Mills is expected to insist upon speedy signatures of the outstanding contracts, despite the fact that they propose a royalty levy on revenues which are not earned by the use of the Society's music. Under the circumstances, it may now be necessary for the stations to sign the proposed contract in order to protect themselves against infringement proceedings. Mr. Mills continues to give the assurance that if any future revision of the contract should be sanctioned by his Board, such revision will inure to all the holders of the present contract. Individual stations are now in the same position as the Board of Directors of the NAB found themselves last August, when a failure to accept the terms demanded by ASCAP, might have entailed an avalanche of infringement suits which would have wrecked the industry. * * *

"The chief difficulty in the present situation is the fact that the directors of ASCAP have evidenced no desire for friendly cooperation with the NAB. They insisted on a demand for as large a revenue as could be forced from the broadcasters. * * * This attitude of ASCAP will make the copyright discussions at St. Louis more important than ever. In the face of such an attitude, only a vigorous and united broadcasting industry can prevail. * * *

"For the time being the decision of the Board of Directors of ASCAP has put an end to negotiations between Mr. Schuette and Mr. Mills. Further negotiations concerning the signing of individual contracts will have to be carried on between the stations and the local representatives of ASCAP, or between the stations and Mr. Mills. When it comes to the interpretation of the contract which the stations have signed, an entirely different situation arises. In that interpretation, Mr. Schuette will continue to represent NAB. Interpretation of the ASCAP contract will determine the royalties paid by stations. Questions pertaining to this interpretation will be discussed in the copyright sessions at St. Louis".

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MADRID LIBERALIZES CENSORSHIP

In the face of tremendous opposition, the American delegation to the International Communications Congress at Madrid last week succeeded in inserting a clause in the existing censorship agreement, and having it approved, (the first change since 1875) to the effect that governments censoring news messages must immediately notify the senders of the manner in which the message, or any part of it, is censored.

Although the American group, under the chairmanship of Eugene O. Sykes, acting chairman of the Federal Radio Commission, made a blunt and futile proposal that censorship be abolished entirely, it centered its attack on other proposals which would grant the various governments still greater power in intercepting news not to their liking.

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BEWARE OF FORGED RCA CERTIFICATES

Large numbers of forged certificates, each for 100 shares of common stock of the Radio Corporation of America, were discovered last week in the Middle West, and it was announced that several public and private agencies have started on the trail of the counterfeiters. One of the forged certificates is in the hands of the RCA, having been turned over to the corporation shortly after it was received by a Chicago firm in the course of its regular industrial loan business. Quite a few more of the certificates are in existence.

The bogus certificate is easily recognizable by those familiar with securities, but the counterfeit might deceive a layman. The forged paper is a photostatic reproduction in two tints, black and sepia, somewhat similar to the inks used on bonafide stock certificates, but it is on plain paper, whereas the Radio Corporation's real certificates for 100 common shares have a white and green background. It bears the number 150,908 and is dated Sept. 15, 1931.

The counterfeit, on its face, cites Paine, Webber & Co., as the owner of the shares and bears the forced signatures of L. MacConnach, secretary, and David Sarnoff, president, of the Radio Corporation. On the back is the forced endorsement of Paine, Webber & Co., also bearing the Sept. 15, 1931, date. The signatures in all cases are not pen and ink forgeries but photographic reproductions, as is the rest of the certificate.

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MAJESTIC OPENS DRIVE FOR TUBE SALES

A series of mystery dramas, distributed by means of electrical transcription, is being used by the Grigsby-Grunow Company in a tube sales drive. A good luck charm - replica of the sacred Hindu Swastikas- is being given every listener who mails to the radio station the top and bottom of one Majestic tube carton, and the name and address of the sender.

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ARNOLD JOINS ADVERTISING CONCERN

Frank A. Arnold, Director of Development of the National Broadcasting Company since its organization in 1926, has resigned to become vice-president of Albert Frank-Guenther Law, Inc., where he will have executive charge of all their broadcasting activities. This advertising agency, created by the merger of Albert Frank & Company and Rudolph Guenther-Russell Law, Inc. numbers among its clients many firms and corporations prominent in the financial, industrial, investment, manufacturing and transportation fields.

Mr. Arnold is one of the pioneers of broadcast advertising and is largely responsible for the satisfactory establishment of advertising agency relations with this new medium. His contacts are nation-wide, and in connection with his field work for the National Broadcasting Company, covering 200,000 miles of travel, he has been brought in touch with the leading advertisers and business executives throughout the country. He is the author of the book "Broadcast Advertising, the Fourth Dimension", and enjoys the distinction of being the first college lecturer in the United States to deliver a regular two-credit course on broadcast advertising.

Prior to 1926, Mr. Arnold was for ten years connected with the Frank Seaman Advertising Agency as an officer and director, and during this period he did pioneer work in developing the field of export advertising, especially among the members of the American Association of Advertising Agencies, for whom he served as export chairman for six years. He was also a member of the first committee on radio advertising of the Four A's.

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KSO, DES MOINES, WELCOMED TO NBC NETWORK

Station KSO, of Des Moines, Iowa, was welcomed to the NBC-WJZ network with a special dedicatory program on Saturday night.

KSO, formerly located at Clarinda, Iowa, and recently moved to Des Moines, is owned and operated by the Des Moines Register and Tribune. It operates on a frequency of 1370 kilocycles, or, 218.8 meters with a power of 250 watts during the daytime and 100 watts at night.

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Following a complaint made to the Federal Trade Commission another publisher of so-called "Song-Sheets" agrees to discontinue the use of the words "Broadway and Hollywood Popular Songs" and "Songs of Radio, Stage and Screen" to designate song sheets consisting of comic verses, parodies on popular song hits, and other similar composition.

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AUTO RADIOS KEEP DRIVERS AWAKE

The American Automobile Association, through its executive vice president, Ernest N. Smith, reports to the Federal Radio Commission that broadcasting stations are utilizing their facilities in the national movement to reduce accidents on the streets and highways.

In answer to a question as to whether the equipment of a radio receiving set in an automobile has tended to cause accidents, Commissioner Lafount said that there have been no complaints brought to his attention against them. On the contrary, Commissioner Lafount declared, a radio in an automobile when one takes a trip involving a long distance is a decided advantage to the driver, especially if he is alone, and to the occupants.

Often the monotony of driving causes drowsiness and a second's relaxation subjects him and those in the car to immediate peril, he said, adding that it has been demonstrated that the radio tends to keep a driver awake and make the trip more enjoyable.

A communication of Mr. Smith to the Federal Radio Commission follows in full text:

"Sometime ago you very kindly called the attention of radio broadcasting stations to their opportunity to render public service by utilizing their facilities in cooperation with the national efforts to reduce accidents on the streets and highways.

"Their response has been most gratifying. Numerous letters from our affiliated A.A.A. motor clubs in all parts of the country indicate that the public generally is appreciative of the way in which radio stations are helping to promote safety.

"While there are, of course, many factors involved in the downward trend of motor fatalities during the first six months of 1932- the first drop in the history of the automobile - there can be no doubt but that the broadcasting of safety messages by radio has been most helpful in encouraging careful driving.

"Station WSAR, Fall River, Mass., offers an excellent example of radio cooperation. This station devotes fifteen minutes each Tuesday night to a safety program as a feature of its civic service to the community and surrounding territory. Hundreds of similar instances could be cited.

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NBC NEW ACCOUNTS AND RENEWALS

New, Andrew Jergens Co. (Jergens Lotion), Cincinnati, O. Agency: J. Walter Thompson Co., 420 Lexington Ave., NYC. Starts Dec. 4 for 26 weeks. Time: Sundays, 9:30-9:45 p.m.,EST; 11:15-11:30 p.m., EST. Networks: Basic Blue - SW, SC, Mt. Orange. Program: Walter Winchell.

New, R. L. Watkins (Dr. Lyons tooth powder), 250 Park Ave. NYC. Agency: Blackett-Sample-Hummert & Gardner, 330 W. 42nd St. Started Nov. 6, 1932 for 13 weeks. Time: Sundays, 3:30-4:00 p.m., EST. Network: WJZ WBAL WMAQ KWCR KWK WBEN KOIL WHAM Program: "Manhattan Merry Go Round" - Jean Sargent, Scrappy Lambert, Frank Luther, Gene Rodemich's Orchestra.

New, Vick Chemical Co. (Vick's Vapor Rub), Greensboro, N.C Agency: Young & Rubicam, Inc., 285 Madison Ave., NYC. Started Nov. 2, 1932 for 13 weeks. Time: Wednesdays 11:30-11:45 a.m. EST, Network: Basic red SW NW SC KOA Program: "The Romantic Bachelor"

Renewal, Borden Co. (evaporated milk), 350 Madison Ave., NYC. Agency: Young and Rubicam, 285 Madison Ave. Started Nov. 4, 1932, for 9 broadcasts. Time: Fridays 11:30-11:45 a.m.,PST, KGO KFI KGW KOMO KHQ KFSD KTAR Program: Radio Household Institute. Food talks.

Change, Stephano Brothers - WJZ - Rameses Program - time changed from 7:15-7:30 p.m., EST. to 6:15-6:30 p.m., EST, on Tuesdays.

Change, S.S. Kresge Co. - WGY - Friday Varieties - time changed from 9:00 -9:30 a.m. to 7:30-8:00 p.m.

Change, The Pepsodent Co. - WJZ - "Amos 'n' Andy" - changed from daily exc. Sunday 7:00-7:15 p.m. and 11:00-11:15 p.m. EST, to daily except Saturday and Sunday, same time.

"The Goldbergs" - changed from daily exc. Sunday - 7:45-8:00 p.m. to daily exc. Saturday and Sunday, 7:45-8:00 p.m. and 12:00-12:15 midnight. The last programs on the old schedules were given Nov. 5, 1932.

Change, Swift & Co. - WEAF - Swift Garden Hour - Sundays 5:30-6:00 p.m. EST. Postpone starting date of program from January 29, 1933 to February 19, 1933. Change length of contract from 14 weeks to ten weeks.

Change, Porto Rican American Tobacco Co - "El Toro Week End Review" - Saturdays 9:00-9:30 p.m. will be changed to Monday, 8:00-8:30 p.m. The last program on the old schedule will be given November 19, 1932. Basic Blue, SC, Dallas, KPRC, KTBS.

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APPLICATIONS RECEIVED BY THE FEDERAL RADIO COMMISSION

New, Gateway Brdcstg. Co., Roanoke, Va. construction permit for new station to use 1410 kc., 250 w., share time with WHIS, Bluefield, W.Va.; requests all facilities of WRBZ, Roanoke, Va.; KOMA, National Radio Manufacturing Co., Oklahoma City, Okla., license to cover CP issued Sept. 23, 1932, change equipment and move transmitter locally; WHBF, Beardsley Specialty Co., Rock Island, Ill., voluntary assignment of license to Rock Island Brdcstg. Co.; KIEM, Harold H. Hanseth, Eureka, Calif., modification of CP issued Sept. 13, 1932, change equipment; also

New, W. L. Gleeson, Sacramento, Calif., CP for new station to use 1490 kc., 1 KW, unlimited hours, requests facilities of KTM, Los Angeles, Calif. and KELW, Burbank, Calif.; New, W. L. Gleeson, Salinas, Calif., CP for new station to use 1210 kc., 100 w., unlimited hours; WMCA, Knickerbocker Brdcstg. Co., New York, special authorization to increase power from 500 w. to 500 w. with additional 500 w. experimentally resubmitted without change; and

WPCH, Eastern Broadcasters, Inc., New York, license to cover CP issued July 19, 1932, change transmitter from Hoboken, N.J to College Point Causeway, Flushing, N.Y.; WNBO, John Brownlee Spriggs, Silver Haven, Pa., modification of CP to change location to Monongahela, Pa., amended to request unlimited hours instead of specified hours; WMBG, Havens & Martin, Inc., Richmond, Va., license to cover CP issued July 22, 1932, for changes in auxiliary equipment and increase operating power of auxiliary from 10 to 100 w.; WHBQ, Memphis, Tenn., mod. of CP issued July 26, 1932, move transmitter locally to extend comp. date to Jan. 26, 1933; New, All Southern Radio Corp., Jacksonville, Fla., CP for new station to use 1120 kc., 500 w. night, 1 kw. local sunset, unlimited hours. Requests facilities of WRUF, Gainesville, Fla.; also

WNBX, The WNBX Brdcstg. Corp., Springfield, Vt., modification of CP issued July 5, 1932, to make changes in equipment; WPHR, WLBG, Inc., Petersburg, Va., CP to change equipment, change transmitter and studio from Ettrick and Petersburg, Va., respectively to Richmond, Va., change freq. power and hours from 1200 kcs., 100 w. night, 250 w. local sunset - unlimited hours to 1410 kc., 250 w. night, 500 w. LS, simultaneous day operation with WHIS, unlimited night hours - Requests facilities of WRBX, Roanoke, Va.; WEBC, Head of the Lakes Brdcstg. Co., Superior, Wis., license to cover CP issued July 5, 1932, move transmitter locally and change equipment; and

KFAC, Los Angeles Brdcstg. Co., Los Angeles, Calif., mod- of license to change freq., power and hours from 1300 kc., 1 KW, one-half time, to 780 kc., 500 w. night, 1 KW LS, unlimited hrs. Facilities of KTM, Los Angeles and KELW, Burbank, Calif.; New, W. E. Ricker, Holy City, Calif., CP for new station to use 1350 kc., 300 w. daytime, Sundays only; KQW, CP to make changes in eqpt. increase power from 500 w. to 1 KW day and 1 KW night, experimentally. Facilities of KTM, Los Angeles, Calif., and KELW, Burbank.

(Other Than Broadcasting)

W2XBJ, RCA Communications, Inc., Rocky Point, N.Y. renewal of exp. license; W7XB, Montana State College, Bozeman, Mont., renewal of gen. exp. license; W3XAU, Universal Brdcstg. Co., Newton Square, Pa., license covering CP for 6060, 9590 kc., 500 w., exp. relay broadcasting; W2XDU, Atlantic Brdcstg. Corp., New York, mod. of CP to extend completion date to March 1, 1933; S. M. Douglas, license for aircraft, 55,590 kc., five-sevenths w., gen. exp.; also

Julius Brunton & Sons Co., portable and mobile, 1380 Bush Street, San Francisco, Calif., 75,000 kc., 3 w. gen. exp.; WJT, RCA Communications, Inc., San Juan, Porto Rico, mod. of license for change in frequency to 3280 kc., and power to 500 w. and 350 w., point-to-point telegraph station; State of Connecticut, Dept. of Aeronautics, portable on any aircraft, license for 41,000, 51,400, 60,000-400,000 kc., exp. service; and

KGUF, Aeronautical Radio, Inc., Dallas, Tex., CP for new equipment, frequency and power same as existing license; WAD, RCA Communications, Inc., Rocky Point, N.Y., modification of CP for change in emission to A1, A2 and special, change in equipment and change in freqs. to 4350, 13465 kc., point-to-point telegraph station; ... W6XK, Don Lee Brdcstg. System, Los Angeles, Calif., renewal of spec. exp. license for freqs. in amateur bands, 500 w.; New, Victor George Martin, Rochester, N.Y., CP for 300,000, 100,000, 45,000 kc., 50 w., general experimental;

KGTZ, Aeronautical Radio, Inc., Spokane, Wash., license covering permit for 3162.5, 3172.5, 3182.5, 3322.5, 5572.5, 5582, 5592.5, 5662.5 kc., 50 w., aeronautical; WSDO, Aeronautical Radio, Buffalo, N.Y., license covering CP for 3232.5, 3242.5, 3257.5, 3447.5, 3457.5, 3467.5, 3485, 4917.5, 5602.5, 5612.5, 5632.5 kc., 400 w., aero station; same station, license covering CP, for 2316, 2356, 4115 kc., 400 w., aero pt. to pt. station;

New, RCA Communications, Inc., Rocky Point, N.Y., license for 5820 kc., 40 KW. pt.to pt. telegraph station; KRO RCA Communications, Inc., Kahuku, T.H., license for 5845 kc., 40 KW. pt. to pt. telegraph station; WQN, RCA Communications, Inc., Rocky Point, N.Y., license for 5260 kc., 40 KW. pt.to pt telegraph station.

Applications For Renewal of License

The following applications for renewal of license have been received:

WGAL, WGAL Brdcstg. Inc., Lancaster, Pa., 1310 kc., 100 w., share KRAW; WTEL, Foulkrod Radio Eng. Co., Philadelphia, 1310 kc., 100 w., share with WHAT; WILM, Delaware Brdcstg. Co.

Wilmington, Del., 1420 kc., 100 w., specified hours; KFLX, George Roy Clough, Galveston, Tex., 1370 kc., 100 w., unlimited hours; WSPA, Voice of South Carolina, Spartansburg, S.C., 1420 kc., 100 w. night, 250 w. LS, unlimited hours; KGGC, The Golden Gate Brdcstg. Co. (R.J. Craig), San Francisco, Calif., 1420 kc., 100 w. specified hours; KWCR, Cedar Rapids Broadcast Co., Cedar Rapids, Ia., 1420 kc., 100 w., unlimited hours; also

WLBF, WLBF Broadcasting Co., Kansas City, Kans., 1420 kc., 100 w., unlimited hrs.; WIBM, Inc., Jackson, Mich., 1370 kc. 100 w., unltd. hrs. day, specified hours night; WLVA, Lynchburg Brdcstg. Corp., Lynchburg, Va., 1370 kc., 100 w., shares WBTM; KGIW, Leon and E. Wilson, Lamar, Colo., 1420 kc., 100 w., shares KIDW; WSYB, Philip Weiss Music Co., Rutland, Vt., 1500 kc., 100 w. specified hrs.; KIDW, The Southwest Brdcstg. Co., Trinidad, Colo., 1420 kc., 100 w. shares KGIW; WMIL, Arthur Faske, Brooklyn , N.Y., 1500 kc., 100 w., shares WWRL and WMBQ; and

KORE, Eugene Broadcast Station, Eugene, Oreg., 1420 kc., 100 w., unltd. hrs.; KFJZ, Fort Worth Broadcasters, Fort Worth, Tex., 1370 kc., 100 w., unlimited hrs; WPEN, William Penn Brdcstg. Co., Philadelphia, Pa., 1500 kc., 100 w. night, 250 w., LS, unlimited hrs.; KMAC, W.W. McAllister, San Antonio, Tex., 1370 kc., 100 w., shares equally with KONO; WHFC, Inc., Cicero, Ill., 1420 kc., 100 w., spec. hrs.; WKBI, Cicero, Ill., 1420 kc., 100 w., spec. hrs.; KRE, First Congregational Church, Berkeley, Calif., 1370 kc., 100 w., spec. hrs; also

KICA, W. E. Whitmore, Clovis, N. Mex., 1370 kc., 100 w. shares KGFL; KFJM, U. of North Dakota, Grand Forks, N.Dak., 1370 kc., 100 w., unltd. hrs; WJMS, Inc., Ironwood, Mich., 1420 kc., 100 w., unltd. hrs.; KGAR, Tucson Motor Service Co., Inc., Tucson, Ariz., 1370 kc., 100 w. n., 250 w. LS., unltd. hrs.; KABC, Alamo Brdcstg. Co., Inc., San Antonio, Tex., 1420 kc., 100 w., unltd. hrs.; KCRC, Enid Radiophone Co., Enid, Okla., 1370 kc., 100 w. n. 250 w. day, shares equally with KGFG; WQDM, A. J. St. Antione and E. J. Regan, St. Albans, Vt., 1370 kc., 100 w., spec. hrs.; and

WELL, Enquirer-News Co., Battle Creek, Mich., 1420 kc., 50 w., unltd. hrs.; KONO, Mission Brdcstg. Co., San Antonio, Tex. 1370 kc., 100 w., shares KMAC; KUJ, Inc., Walla Walla, Wash., 1370 kc., 100 w. daytime; WCBM, Baltimore Brdcstg. Corp., Baltimore, Md., 1370 kc., 100 w. n., 250 w. LS, unltd. hrs.; WKBV, Knox Battery Co., Cornersville, Ind., 1500 kc. 100 w., spec. hrs.; KGFG, Oklahoma Brdcstg. Co., Oklahoma City, 1370 kc., 100 w., shares KCRC; KWKC, Wilson Duncan Brdcstg. Co., Kansas City, Mo., 1370 kc., 100 w., spec. hrs; KICK, Red Oak Radio Corp., Red Oak, Ia., 1420 kc., 100 w., unltd. hrs.; WNBF, Howitt-Wood Radio Co., Binghamton, N.Y., 1500 kc., 100 w., unltd. hrs.; WJBO, Valdemar Jensen, New Orleans, La., 1420 kc., 100 w., daytime; WMBH, W. M. Robertson, Joplin, Mo., 1420 kc., 100 w., n., 250 w., LS, spec. hrs.; WBHS , The Hutchens Co., Huntsville, Ala., 1200 kc., 100 w., shares WFBC; WBTM, Piedmont Brdcstg. Corp., Danville, Va., 1370 kc., 100 w., shares WLVA; WEHS, WEHS, Inc., Cicero, Ill. 1420 kc., 100 w., spec. hrs.; WPAD, Paducah Brdcstg. Co., Paducah, Ky., 1420 kc., 100 w., unltd. hrs.; WRAW, Reading Brdcstg. Co., Reading, Pa., 1310 kcs., 100 w., shares WGAL.

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HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING WASHINGTON, D. C.

ISSUED TWICE A WEEK AND CONTAINING THE LATEST INFORMATION REGARDING THE RULINGS OF THE FEDERAL RADIO COMMISSION, RADIO LEGISLATION, DEPARTMENT OF COMMERCE REGULATIONS, CHANGES IN WAVELENGTH, CALL LETTERS AND POWER, PATENTS, EXPORTS, FEDERAL TRADE COMMISSION RULINGS AND OTHER MATTERS OF INTEREST TO BROADCASTERS AND MANUFACTURERS. :: :: CONFIDENTIAL—NOT FOR PUBLICATION. :: ::

National Broadcasting Company,
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No. 577

REC
NOV 11 1932
G. M. JOHNSTONE

SUBSCRIPTION PRICE, $10. PER MONTH. NO CONTRACT REQUIRED.

NEW DEMOCRATIC BROOM WILL SWEEP CLEAN

The new Democratic broom will make a clean sweep March fourth, or whenever the first Roosevelt Congress convenes, in the national radio control set-up. Senator Ellison D. Smith, D. of South Carolina will probably succeed Senator James Couzens, R. of Michigan, as chairman of the Interstate Commerce Committee, the group which has charge of radio in the Senate. If Senator Smith should prefer another committee assignment, then the radio czar of the Senate may be either Senator Pittman, of Nevada, or Senator Dill, of Washington, either of whom, under any conditions, will continue to have considerable prestige in radio matters in the Senate.

Since control of the Senate during the short session, from December to March, is in doubt the Democrats may take over the reins even earlier.

Missing from the Interstate Commerce Committee will be Senator James E. Watson, of Indiana, who, as much as anyone on the Hill, was responsible for the creation of the Radio Commission and who had much to do with the framing of the Radio Act of 1927.

Representative Schuyler Otis Bland, of Virginia, (D), is in line to head the House Merchant Marine and Radio Committee next session, succeeding Representative Ewin L. Davis (D), of Tennessee, author of the Davis equal radio facilities amendment, defeated in the primaries.

Almost half the members of the House radio committee fell by the wayside on November 8, among them Arthur M. Free (R) of California; Frank R. Reid (R), Illinois; Frederick W. Magrady (R) of Pennsylvania; Frank L. Bowman (R), West Virginia; Robert H. Clancy (R), of Michigan; Charles A. Kading (R), Wisconsin, and Robert D. Johnson (D), of Missouri.

The radio constituency of Henry Field (R), of Station KFNF, Shenandoah, Ia., did not put him over as had been widely forecast. Mr. Field was defeated for the Iowa senatorship by Lewis Murphy (D). Likewise Dr. Frank W. Elliott (R), formerly manager of Station WOC, at Davenport, failed to be elected a Representative from Iowa.

Also radio was not able to forestall the defeat of Rev. Robert Shuler by William Gibbs McAdoo, in California, and Dr. J. R. Brinkley for Governor of Kansas.

This Shuler-Brinkley development brought with it a sign of relief from the Federal Radio Commission as stations operated by both of them were ruled off the air a few months ago. If these men had been elected they might have gone after the scalps of the Radio Commissioners.

Securely entrenched with the new administration will be Owen D. Young, chairman of the General Electric Company, and Senator C. C. Dill, of Washington, co-author of the Radio Act. Both are mentioned for Cabinet positions.

Also John W. Davis, of West Virginia, former Democratic presidential candidate, who is counsel for the Radio Corporation of America.

If re-appointed when his term expires in February, Judge E. O. Sykes, Democratic member of the Federal Radio Commission, may be the next chairman of that body. There is considerable speculation as to whether or not President Hoover will fill the present vacancy on the Commission which, under his administration, would go to a Republican.

The theory is that he desires, for sake of economy, to reduce the Commission members from five, as now provided for, to three. In that case, the President would not re-appoint Judge Sykes, the Democrat.

It is argued that the Senate Democrats would not allow a Republican member to be confirmed now, should the President decide to appoint one, as that would give the Commission three Republicans and two Democrats, assuming Judge Sykes is re-appointed. If the present vacancy is not filled and Judge Sykes is not continued, the Radio Commission inherited by the Democrats would be composed of two Republicans-- Lafount, of Utah, and Thad H. Brown, of Ohio-- and one Democrat- Starbuck, of New York, which still would not give them control.

The only way the Democrats could work it out, if the Commission is to have five members as the present law provides, would be to block the confirmation if the President should appoint a Republican at the present time, and have President Roosevelt appoint a Democrat after March 4. This would put the Republican candidates now mentioned to fill the chairmanship, out of the running.

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COIN OPERATION FOR RADIOS ADOPTED IN GREAT BRITAIN

Due to the success of selling electric refrigerators in the United States with the aid of coin-operated time clocks, the British are taking interest in this form of installment selling not only for refrigerators but also radio sets.

The idea for a coin-operated timing device in connection with radio sets is gradually forging ahead in Great Britain, it is pointed out. The use of an appliance of this nature, it is felt, will overcome many of the present difficulties of the installment or hire purchase business, since the money is collected gradually to suit the pockets of the poorer classes.

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SEES SHORTAGE OF COMPETENT RADIO SERVICE MEN

Commending the University of Florida for establishing a course in radio servicing, K. A. Hathaway, of Chicago, executive secretary of the Institute of Radio Service Men made a strong plea for a higher grade and better paid group of mechanicians to keep the vast number of radio sets in proper repair.

Mr. Hathaway declared that there are at least 100,000 men in the country who designate themselves as radio service men.

"Therein lies one of the evils that is hampering the progress of the high grade, well trained and fair minded individuals and firms who believe in the policy of satisfactory service and fair treatment", Mr. Hathaway went on. "It is remarkable that with such a vast number of men engaged in radio servicing, there is actually a shortage of men who are capable of handling the complicated sets of the present day in a satisfactory manner.

"It has been shown that the American public has sixteen and a half million radio receivers and that they pay $200,000,000 a year to keep them operating. But, on the other hand, there are 100,000 men to take care of those sets and divide the income. Divide the 16,500,000 by 100,000 and see that the average number of radio sets for each man is 165. Then divide $200,000,000 by 100,000 and find that each man's share of the gross return is only $2,000. Two thousand dollars is the gross return, mind you, and we can estimate conservatively that 50 per cent of the amount is net to the service men, an average of $1,000 per year, less than $20.00 a week.

"If such a condition is allowed to continue unabated, the higher grade men will become discouraged at the outlook and will seek other fields of endeavor, leaving the radio set owners at the mercy of the incompetent and unreliable. The radio public, however, would object strenuously to the inefficiency and unfair treatment and would eventually forego radio in preference to being victimized. Several instances of this nature have been reported to us recently, the set lying idle for a period of eight months in one case."

Mr. Hathaway said that the Institute of Radio Service Men holds the opinion that the matter of service charges should be given secondary consideration and that when other discrepancies have been corrected, the financial returns will take care of themselves automatically.

"Experience has shown that the radio listeners do not complain about paying for service", he concluded, "nearly so much as they do about service they do not get. It is evident that unless satisfaction is given on the first call the service man has lost his chance of keeping a customer".

ELECTION NIGHT BROADCAST SURPASSES ALL PREVIOUS EFFORTS

Even the most severe critics of radio had to admit that the handling of the election returns Tuesday night was a great piece of work and far ahead of anything heretofore attempted. As early as 9 o'clock listeners from coast-to-coast were acquainted with the probable magnitude of the landslide. From then on news details, accompanied by an explanation of the significance of the returns, were given. All parts of the United States were covered.

Illustrative of the thorough coverage was the introduction by M. H. Aylesworth of the principal editors of the country, who commented upon the situation for the benefit of the radio audience.

David Lawrence and William Hard for the NBC, Frederic William Wile and Edwin C. Hill for Columbia, brilliant newspaper correspondents each and every one, did the greatest radio work of their lives. Oliver Owen Kuhn, managing editor of the Washington Evening Star, concluded the political show last night (Wednesday) with a resume of the landslide by James Farley and Everett Sanders, Democratic and Republican national chairmen, respectively, during the weekly National Radio Forum.

From start to finish not a detail which might add to the enlightenment or interest of the listener was overlooked. Altogether it was the most comprehensive and thorough news coverage of any event in the history of radio. The potential radio audience was estimated to be from 60,000,000 to 80,000,000 persons.

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DILL CLAIMS FIVE MILLIONS SPENT ON RADIO

Estimating that about $5,000,000 worth of radio time had been devoted to the Presidential campaign, Senator C. C. Dill, of Washington, co-author of the radio act of 1927, praised the "fair" attitude of both major broadcasting companies and the independent stations. He spoke over an NBC network from Spokane, Wash., the night before election.

Senator Dill revealed that the cost of a nation-wide hookup over the NBC red network of fifty-eight stations was $12,250 an hour; over the blue network of fifty-five stations, $10,110 an hour; and over the Columbia chain of ninety-one stations, $15,600 an hour. He said that the three major parties spent approximately $1,250,000 on national hook-ups alone.

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FREE ADVERTISING FOR THE RADIO COMMISSION

Now that the line "by special permission of the copyright owners" has been dropped from radio announcements the next reform should be the omission of the stereotyped line that such and such station is "operating by authority of the Federal Radio Commission".

Everyone in the audience knows that all the stations operate by governmental authority else the operators would be subjected to imprisonment and a heavy fine. The Pennsylvania Railroad Company might just as well be required to say that it is operating under the authority of the Interstate Commerce Commission.

Requiring stations to announce that they "operate on a blank number of kilocycles by authority of the Federal Radio Commission" really doesn't mean a thing and is just that much free advertising for the Commission. This ruling was made immediately following the period when the Government temporarily lost control of radio stations, because of inadequate legislation but that stage has long since been passed.

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WSM TO DEDICATE NEW TRANSMITTER

A special broadcast dedicating the new 50,000 watt transmitter of Station WSM in Nashville, Tenn. will be carried over an NBC-WEAF coast-to-coast network on Saturday, November 18, at 11:15 p.m. Pickups will be made from New York, Cleveland, Chicago, Denver, San Francisco and Nashville.

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REQUEST FOR PUBLIC COASTAL STATION IS MILWAUKEE DISAPPROVED

Denial of the application of the Milwaukee Marine Radio, Inc., for the construction of a radio station in Milwaukee, Wis., for a public coastal service is recommended in a report submitted to the Federal Radio Commission by Examiner R. H. Hyde.

The applicant proposed to establish a station to handle messages between the Port of Milwaukee and ships plying the Great Lakes, Lake Michigan in particular. In surveying evidence presented by the applicant, the Examiner concluded that "the evidence submitted does not show that the applicant is qualified legally, technically or financially to construct a coastal station and operate it in the public interest. It was pointed out that the frequencies requested - 143, 410, 425, 454.5 kilocycles -- are now in use by coastal stations operating in the region which the Milwaukee company proposed to serve.

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WJSV STIRS THINGS UP IN WASHINGTON

The prediction is made that Columbia's broadcasting with 10,000 watts power through the new Station WJSV is apt to be a forerunner of considerable development in the radio situation in Washington. Both Mr. Aylesworth of the NBC and Mr. Paley of Columbia believe the best is none too good for the national capital but they have encountered some difficulty in going ahead with their plans.

It took Mr. Paley several years to acquire a station and the next thing will be the building of adequate studios. Columbia's progress will mean renewed effort on the part of the NBC to meet it by securing an outlet at the Capital for their WJZ network.

WRC in Washington is on a split-network, using portions of both the WEAF and WJZ programs. At the moment the NBC is endeavoring to sub-lease WMAL for the WJZ programs. A new chain being formed now also has its eye on WMAL.

If Columbia had acquired a 500-watt station, NBC would not necessarily have to bestir itself but with WJSV on 10,000 watts, and WRC on 500 watts, the former will have a decided talking advantage when selling time, notwithstanding the argument that WRC has a more desirable frequency than WJSV and covers Washington better.

WRC has a transmitter capable of broadcasting with 1000 watts power. One reason it cannot double its present power is the limited power quota in the District of Columbia. Should WRC be allowed to increase its power to more than 1000 watts, it would have to move its transmitter from the business and residential center to some place in the country.

This brings up the old plan of having a powerful station in Maryland, half-way between Washington and Baltimore which would supply both cities with either the NBC-WJZ or WEAF network programs. For instance, if the station could supply Baltimore and Washington with the WEAF programs, WRC and WBAL could give these cities the WJZ programs. Baltimore wants the WEAF programs badly, as WBAL is only able to give them the WJZ network offerings at present.

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CASHING IN ON THE LAPEL AMPLIFIER

A new wrinkle in advertising is a line in connection with the lecture of Daniel Frohman in Washington next week, which reads: "A lapel radio amplifier will be used."

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DECISIONS OF THE FEDERAL RADIO COMMISSION

WRC, National Broadcasting Co., Inc., Washington, D.C. granted CP to make changes in auxiliary equipment; KGFK, Red River Brdcstg. Co., Inc., Moorhead, Minn., granted CP to change type of equipment and increase operating power from 50 to 100 watts; WLBC, Donald A. Burton, Muncie, Ind., granted CP to move transmitter locally in Muncie, Ind.; KPQ, Westcoast Brdcstg. Co., Wenatchee, Wash., granted CP to make changes in equipment and increase power from 50 to 100 watts; also

KREG, J. S. Edwards, Santa Ana, Calif., granted CP to make changes in equipment; WFDV, Rome Brdcstg. Corp., Rome, Ga. granted mod. of license to change part of specified hours as follows: Change morning hours from 6 to 9 a.m., to 7 to 10 a.m.; WHBY, St. Norbert College, Green Bay, Wis., granted consent to voluntary assignment of license to WHBY, Inc.; WFBG, The William F. Gable Co., Altoona, Pa., granted consent to voluntary assignment of license to The Gable Broadcasting Co. (lessee); KFWI, Radio Entertainments, Ltd., San Francisco, Calif., granted renewal of license, 930 kc., 500 w., shares with KROW. (The application for WFWI's facilities requested by KROW has been withdrawn); and

WHBF, Beardsley Specialty Co., Rock Island, Ill., granted renewal of license, 1210 kc., 100 w., unlimited time. (Application for WHBF's facilities has been withdrawn); WCBD, Wilbur Glenn Voliva, Zion, Ill., granted extension of working of Rule 145 to Nov. 30; KGVO, Mosby, Inc., Missoula, Mont., granted extension of working of rule 145 to Nov. 30; Portable, John T. Bruggeman, portable in State of New Jersey, granted two general experimental CPs, 100,000 to 600,000 kc., 40 w.; also

Northern Radio Co., Seattle, Wash., granted gen. exp. CP, frequencies 1,594, 2,398, 3,492.5, 4,797.5, 6,425, 8,655, 12862.5, 17,310, 23,100, 25,700, 26,000, 27,000, 34,600, 41,000, 51,400, 60,000 and 400,000, 401,000 and above; power up to 1000 w.; Lt. Kenneth R. Cox, Berkeley, Calif., granted special experimental construction permit, 60,000-400,000, 401,000 and above, 100 w.; and

KGUF, Aeronautical Radio, Inc., Dallas, Tex., granted aviation point-to-point aeronautic CP, frequencies, 2,316, 2,356, 4,115 kc., unlimited, 6,540, 6,550, 6,560, 8,015, kc., day only; W2BF, W.G.H. Finch, portable and mobile, New York City, granted license for general service, 1,594, 2,398, 3,492.5, 4,897.5, 6,425, 8,655, 12,862.5, 17,310, 23,100, 25,700, 26,000, 27,000 kc., 50 w.; KGZH, City of Klamath Falls, Klamath Falls, Oreg., granted police service, license, 2,442 kc., 25 w.; and

KGQZ, Aeronautical Radio, Inc., San Diego, Calif., granted aviation aeronautic license, 3,162.5, 3,172.5, 3,322.5, 5,572.5, 5,582.5, 5,592.5, 5,662.5 (red chain) 3,232.5, 3,242.5, 3,257.5, 3,447.5, 3,457.5, 3,467.5, 3,485, 5,602.5, 5,612.5, 5,632.5 kc. (brown chain), 400 w.; also

Will A. Shaw, granted gen. exp. license, 41,000, 51,400, 60,000-400,000 kc., 10 w.; WJM, Press Wireless, Inc., Washington, D.C., granted mod. of CP to extend completion date to July 1, 1933, and change frequencies to 4,715, 4,725, 4,735, 5,295, 5,305, 5,315, 5,335, 5,345, 6,920, 7,340, 7,355, 7,820, 7,850, 7,955, 8,810, 10,010, 15,640, 15,700, 15,910 kc.; and

WRDF, Press Wireless, Inc., Memphis, Tenn, granted mod. of CP extending completion date to July 1, 1933, and change frequency to 5,300 kc.; W8XAM, The Sparks-Withington Co., Jackson, Mich., granted spec. exp. license, 1,550, 1,600-1,700, 43,000-46,000, 48,500-50,300, 60,000-80,000 kc., 100 w.; W9XAK, The Kansas State Agricultural College, Manhattan, Kans., granted exp. visual broadcasting license, 2,100-2,200 kc., 125 w.; W1XAK, Westinghouse E. & M. Co., Chicopee Falls, Mass., granted renewal of spec. exp. license, 990 kc., 50 kilowatts;

WRL, Radiomarine Corp., of America, Duluth, Minn., granted renewal of point-to-point telegraph license, 177 kc., 1 kilowatt, hours 8 a.m. to 8 p.m., EST, daily, plus such additional hours as traffic conditions necessitate; KSU, Western Radio Telegraph Co., Breckenridge, Tex., granted renewal of public point to point telegraph license, 182 kc., 750 w.; KJM, Western Radio Telegraph Co., Barglesville, Okla., granted renewal of public point-to-point telegraph license, 182 kc., 4,000 w.; W2XAA, Bell Telephone Laboratories, portable, granted special authority to operate an existing licensed general experimental station for two months in the special experimental service, 1,594 to 8,655 kc., 100 w.

Set For Hearing

New, John Tindale, Abilene, Tex., requests CP, 1420 kc., 100 w., share with KABC equally.

Amateur Licenses

The Commission also granted 310 amateur station licenses, of which 139 were new, 118 renewals, and 53 modifications.

BROADCASTING APPLICATIONS RECEIVED

WJEJ, A. V. Tidmore, Hagerstown, Md., license to cover CP issued July 8, 1932, for new station to use 1210 kc., 100 w. daytime; WELL, Enquirer-News Co., Battle Creek, Mich., modification of CP issued Aug. 9, 1932, extend date of completion to Jan. 9, 1933; KOCW, J.T. Griffin, Chickasha, Okla., change transmitter and studio locally, make changes in equipment, amended location of transmitter "to be determined"; New, Radio Service Company, Temple, Tex., CP for new station to use 1340 kc., 100 w. night, 250 w. LS, unlimited hours, amended to request 1210 kc., 100 w., unlimited hours, change street address of transmitter and studio; and

New, Coleman-Dobbins Company, Atlanta, Ga., CP for new station to use 890 kc., 250 w. night, 500 w. LS, unlimited hours. Requests facilities of WGST, Atlanta, Ga.; New, Station WBHS, Huntsville, Ala., CP for new station to use 1200 kc., 100 w. share time with WFBC, to use six-sevenths time. Requests facilities of WBHS, Huntsville, Ala; WMBH, W. M. Robertson, Joplin, Mo. modification of license for increase in specified hours of operation; KSO, Iowa Broadcasting Co., Des Moines, Ia., license to cover CP issued Sept. 30, 1932, move station from Clarinda, Iowa, change frequency power and hours from 1380 kc., 500 w., simultaneous day, share night with WKBH to 1370 kc., 100 w. night, 250 w. LS, unlimited hours; also

WTAD, Illinois Broadcasting Corporation, Quincy, Ill., CP to move transmitter and studio to East St. Louis, Ill.; WMBH, W. M. Robertson, Joplin, Mo., CP to install new transmitter and make other changes in equipment; KOIN, Inc., Portland, Oreg., CP, change equipment and change transmitter location, one-tenth mile outside city limits, Portland, Oreg.; KFXJ, Western Slope Broadcasting Company, Grand Junction, Colo., modification of license to change frequency from 1310 to 1200 kc.

Applications Other Than Broadcasting

W1XG, Shortwave & Television Corporation, portable, renewal of visual broadcasting license; W10XAA,W2XBX, Bell Telephone Laboratories, renewal of special experimental license; W3XR, Bell Telephone Laboratories, Mendham Township, N.J., renewal of special experimental license; WPD, George Collins Warner, Jr., Tampa, Fla., CP to replace high frequency transmitter for coastal telegraph station; Pacific Alaska Airways, Inc., Anchorage, Alaska, CP for a new aeronautical and point-to-point aeronautical station; KIEE, Red River Lumber Co., portable in Shasta, Modoc, Tehama, Lassen and Plumas Counties, California, license to cover CP for special emergency station; KIEH, Red River Lumber Company, portable Westwood, Calif., license to cover CP for a special emergency station; also

WLD, Pere Marquette Radio Corp., Ludington, Mich., renewal of point-to-point telegraph station license, 169 kc., 200 w.; WEEW, American Radio News Corp., Carlstadt, N.J., modification of

CP for fixed public press service. Request extension of commencement date to Jan. 3, 1932, and extension of completion date to July 1, 1933; W2XAK, Bell Telephone Laboratories, South Plainfield, N.J., renewal of special experimental station license; KGUF, Aeronautical Radio, Inc., Dallas,Texas, CP for new equipment, frequency and power same as existing license; WAD, RCA Communications, Inc., Rocky Point, N.Y., modification of CP for change in emission to A1, A2 and special, change in equipment, and change in frequencies to 4,550, 13,465 kc., point-to-point telegraph station; W6XK, Don Lee Broadcasting System, Inc., Los Angeles, Calif., renewal of special experimental license for frequencies in amateur bands, 500 watts; and

Victor George Martin, Rochester, N.Y., new CP for 300,000, 100,000, 45,000,kc., 50 w., general experimental; KGTZ, Aeronautical Radio, Inc., Spokane, Wash., license covering CP for 3162.5, 3172.5, 3,182.5, 3,322.5, 5,572.5, 5,582, 5,592.5, 5,662.5 kc., 50 w., aeronautical; WSDO, Aeronautical Radio, Inc., Buffalo, N.Y., license covering CP for 3,232.5, 3,242.5, 3,257.5, 3,447.5, 3,457.5, 3,467.5, 3,485, 4,917.5, 5,602.5, 5,612.5, 5,632.5 kc., 400 w. aeronautical station. License covering CP for 2,316, 2,356, 4,115 kc., 400 w. Aeronautical point-to-point station.

The following applications for renewal of license have been received:

KFXM, Lee Bros. Brdcstg. Co., San Bernardino, Calif., 1210 kc., 100 w., shares KPCC; KGY, Inc., Olympia, Wash., 1210 kc., 100 w., specified hours; WPRO-WPAW, Cherry & Webb Brdcstg. Co., Providence, R.I., 1210 kc., 100 w., unlimited hours; WHBQ, Memphis, Tenn., 1370 kc., 100 w., unlimited hours; WWRL, Long Island Broadcasting Corp., Woodside, N.Y., 1500 kc., 100 w., shares WMBQ and WMIL; WENC, Americus Broadcast Co., Americus, Ga. 1420 kc., 100 w., daytime; WBBL, Grace Covenant Presbyterian Church, Richmond, Va., 1210 kc., 100 w., spec. hours, Sundays only; WABI, First Universalist Society of Bangor, Me., 1200 kc., 100 w., specified hours; also

WBOW, Banks of Wabash, Inc., Terre Haute, Ind., 1310 kc., 100 w., unlimited hours; WJBL, Commodore Brdcstg., Inc., Decatur, Ill., 1200 kc., 100 w., shares WJBC; KFWF, St. Louis Truth Center, Inc., St. Louis, Mo., 1200 kc., 100 w., shares WIL; WMBR, F. J. Reynolds, Tampa, Fla., 1370 kc., 100 w., unlimited hours; WPFB, Hattiesburg Brdcstg. Co., Hattiesburg, Miss, 1370 kc., 100 w., unlimited hours; and

KARK, Arkansas Radio & Equipment Co., Little Rock, Ark. 890 kc., 250 w., unlimited time; KDB, Santa Barbara Broadcasters, Santa Barbara, Calif., 1500 kc., 100 w., unlimited hours; WMPC, First Methodist Protestant Church, Lapeer, Mich., 1500 kc., 100 w. specified hours (This application was returned to the applicant as it was not in proper form for Commission consideration and is now being resubmitted); KGFL, Inc., Raton, N. Mex., 1370 kc., 50 w. shares KICK; KGHI, O. A. Cook, Little Rock, Ark., 1200 kc., 100 w. unlimited hours; WMBC, Michigan Brdcstg. Co., Detroit, Mich.

1420 kc., 100 w. n., 250 w. LS, unlimited hours; WCBS, Inc., Springfield, Ill., 1210 kc., 100 w., shares WTAX; KGEK, Beehler Electrical Equipment Co., Yuma, Colo., 1200 kc., 100 w., specified hours; WFDV, Rome Broadcasting Corp., Rome, Ga., 1500 kc., 100 w., specified hours; WHDF, Upper Michigan Brdcstg. Co., Calumet, Mich., 1370 kc., 100 w. n., 250 w. LS, unlimited hours; KFPW, Southwestern Hotel Company, Fort Smith, Ark., 1210 kc., 100 w., unlimited hours; and

KGFI, Eagle Brdcstg. Co., Corpus Christi, Texas, 1500 kc., 100 w. n., 250 w., LS, unlimited hours; KGIX, J. M. Heaton, Las Vegas, Nevada, 1420 kc., 100 w., specified hours; KSCJ, Perkins Brothers Co., Sioux City, Iowa, 1330 kc., 1 KW n., 2½ KW LS, shares with WTAQ; KVL, KVL, Inc., Seattle, Wash., 1370 kc., 100 w., shares KFBL; KPQ, Westcoast Broadcasting Co., Wenatchee, Wash., 1500 kc., 50 w., unlimited hours; WTBO, The Interstate Broadcasting System, Inc., Cumberland, Md., 1420 kc., 100 w. n., 250 w. LS, unlimited hours.

The following applications for renewal of license have been resubmitted:

KPPC, Pasadena Presbyterian Church, Pasadena, Calif., 1210 kc., 50 w., shares KFXM; WILM, Delaware Brdcstg. Co., Wilmington, Del., 1420 kc., 100 w., specified hours; KGGC, Golden Gate Broadcasting Co, San Francisco, Calif.; WRAW, Reading Brdcstg. Co., Reading, Pa.; WFAM, The South Bend Tribune, South Bend, Ind., 1200 kc., 100 w., shares WWAE; WRBL Radio Station, Inc., Columbus, Ga., 1200 kc., 100 w., unlimited hours; WSJS, Winston-Salem Journal Co., Winston-Salem, N.C., 1310 kc., 100 w., unlimited hours; WWAE, Hammond-Calumet Brdcstg. Corp., Hammond, Ind., 1200 kc., 100 w., shares WFAM.

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COLUMBIA'S NEW AND RENEWED ACCOUNTS

The Ex-Lax Co., Brooklyn, N.Y. (Ex-Lax) . Agency: The Joseph Katz Co., New York City. Program: "The Magic Of a Voice" - script act - Tuesdays and Saturdays, 8:15-8:30 p.m. Basic network, 22 stations. Broadcasts will be omitted on Nov. 26, Dec. 17, 1932, Jan. 7, March 18 and April for Philadelphia Orchestra broadcasts.

Phillips Petroleum Co., Bartlesville, Okla. (Phillips 66 Gas, ethyl gas and motor oil). Agency: Lambert & Feasley, Inc., New York City. Program: "Phillips 66 Flyers" - orchestra, daily except Sunday, 7:00-7:30 p.m. Five stations - Minneapolis, Oklahoma City, Waterloo, St. Louis and Wichita. Wichita ordered for Mondays, Tuesdays, Thursdays and Saturdays only.

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HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING WASHINGTON, D. C.

ISSUED TWICE A WEEK AND CONTAINING THE LATEST INFORMATION REGARDING THE RULINGS OF THE FEDERAL RADIO COMMISSION, RADIO LEGISLATION, DEPARTMENT OF COMMERCE REGULATIONS, CHANGES IN WAVELENGTH, CALL LETTERS AND POWER, PATENTS, EXPORTS, FEDERAL TRADE COMMISSION RULINGS AND OTHER MATTERS OF INTEREST TO BROADCASTERS AND MANUFACTURERS. :: :: CONFIDENTIAL—NOT FOR PUBLICATION. :: ::

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No. 578

RECEIVED
NOV 15 1932
G. W. JOHNSTONE

RCA SUIT SETTLEMENT EXPECTED

It is expected that officials of the Department of Justice will announce that a settlement of the Government's anti-trust suit against the Radio Corporation of America has been reached when the case comes up tomorrow in the Federal District Court at Wilmington, Delaware.

As far as the official status of the case goes, the Government is ready to press its prosecution immediately. The understanding was, however, that the new settlement proposition would be presented to the court by John Lord O'Brian, Assistant Attorney General when the case is resumed tomorrow.

"The plan is believed to provide for an entirely new scheme of patent licensing", according to the New York Times "for eventual distribution of the Radio Corporation's stock now owned by the two electrical companies (General Electric and Westinghouse Electric and Manufacturing Company), for many compensatory alterations of the present structure and for a businesslike transaction which will win the approval of stockholders of the respective companies as well as satisfy the government.

"Details of the plan and of the negotiations have been guarded carefully, but should they meet government approval to a substantial degree, it is expected that the suit will be adjourned to give the companies time to obtain ratification of the plan and its subdivisions by directors and stockholders, whereupon withdrawal of the government's suit would be sought.

"In view of the impracticability of a rapid distribution of the Radio Corporation's stock held by General Electric and Westinghouse Electric and Manufacturing, it was said, a period of two or three years probably would be specified for the disposal of the stock. There was no possibility of a direct sale on the market of the large blocks of common and preferred shares. The alternative was a distribution of the holdings in some manner to the stockholders of the electrical companies. As the government had asked the elimination of the intercompany stock ownership, the plan in this respect is expected to obtain official approval.

"No less important would be the suggestions for new patent arrangements eliminating entirely the existing exclusive licenses granted to Radio Corporation by General Electric and Westinghouse.

"In addition, there were important financial transactions between the respective companies that would require careful adjustment. Radio Corporation owed about $18,000,000 to General Electric and Westinghouse and also had deferred obligations to the Radio-Keith-Orpheum Corporation arising

out of its recapitalization last December.

"Further, it was added, Radio Corporation and its subsidiaries owned real estate in New York City which would not be entirely required under the physical and financial set-up proposed for the group, especially when space in Radio City became available. Contracts were signed for leasing for twenty years about 1,000,000 square feet of office and studio space in Radio City by the Radio Corporation and its subsidiaries a year ago, not including theatre property.

"Adjustments of the long-term leases, transfers of real estate property owned and similar measures arising out of the major proposals involved would be important incidents in the working out of the plans in their entirety, it was said, particularly as part of the real estate owned might be used to offset intercompany debts that would have to be liquidated.

"Executives of the Radio Corporation and the two electric companies have been devoting themselves for weeks to the problem of finding a practical setup which would meet the views of the government, not because they thought they would lose the Radio suit if it were tried but because in these times they felt that the trial of the suit itself would be too burdensome to all."

It is estimated that the trial, if begun tomorrow, would take from four to six months, and that many of the executives of all the companies involved would have to spend a large amount of their time in court in Wilmington. After the lower court had reached a decision, it would probably be taken before the United States Supreme Court by the losing side, and it would be at least two years before the decision of the highest court could be handed down.

Altogether, there would be three years of uncertainty, during which the managers would find it impossible to make any plans for the future and the employes would not be sure how long they would have a job.

Whether these changes will be successful in meeting the dual test of government approval and stockholders' acceptance is for the future to show.

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TEN-LETTER CODE WORDS REJECTED AT MADRID

Over-riding the opposition of Great Britain and the United States, the International Telegraph and Radio Congress banned ten-letter code words, thus limiting code words to only five letters. The measure now goes back to the committee to pass on details and it is believed that Great Britain will renew the fight against. The United States and Great Britain are most affected.

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JUDGE EWIN DAVIS TALKED OF AS COMMISSIONER

The name of Representative Ewin L. Davis, Democrat, of Tennessee, author of the Davis equalization amendment, has been mentioned as a member of the Federal Radio Commission under President Roosevelt. Representative Davis was defeated in the primaries for re-election. If appointed, Judge Davis might be elected chairman.

President Hoover could appoint Judge Davis to succeed Judge Sykes next February or President Roosevelt could appoint him when a vacancy occurs later.

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I.R.E. HOLDING MEETING IN ROCHESTER

The Fall meeting of the I.R.E. are meeting in Rochester, N.Y. The two-day session, which began this morning, will find many of the best technical minds of the industry gathered. Among the papers to be read are "New Methods of Solution of Vacuum Tube Problems", I. G. Maloff, RCA Victor Company; "Principles of Frequency Conversion in Superheterodynes", David Grimes and Wm. S. Barden, RCA License Laboratory; "Analogies between Radio and Photographic Techniques", B.V.K. French, United American Bosch Corporation; "Diode Detection Analysis", C. E. Kilgour and J. M. Glessner, Crosley Radio Corporation; "Modern Developments on High Vacuum Tubes", E.W. Ritter, RCA Radiotron Company; "What Do We Do Next?", Kenneth Jarvis, Zenith Mfg. Company; and "Radio Engineering Principles in Non-Radio Fields", A. F. Van Dyck, Radio Corporation of America.

Copies of these papers may be obtained by addressing the authors or the Institute of Radio Engineers direct.

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EACH HOTEL LOUDSPEAKER ASSESSED ONE DOLLAR

One dollar a year per loud speaker is the royalty the American Society of Composers, Authors & Publishers proposes to charge hotels as performers of copyrighted music, according to a letter received by Frank A. K. Boland, general counsel of the American Hotel Men's Association, from E. C. Mills, general manager of the ASCAP. The $1 per year basis, it was said, will be assessed not only on loud speakers installed in rooms, but those in dining rooms, tea rooms, lobbies, barber shops, delicatessen stores, boot black establishments and other small shops that use receivers.

Mr. Mills cited the Supreme Court decision in the Buck vs. Jewell Lasalle hotel case, which held that hotel radios actually perform for profit within the meaning of the copyright law, as giving ASCAP the right to charge hotels and other establishments for picking up copyright music. The new license will become effective Jan. 1, 1933.

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CAMPAIGN SPEECHES TOO LONG

"One complaint stands out above all others: political candidates talk too long", observes Orrin E. Dunlap, Jr., the New York radio critic. "Years ago the broadcasters were aware that a fifteen-minute address on the radio was quite enough; in fact, it requires a highly interesting speaker and a sparkling topic to hold an invisible audience that length of time. The broadcasters contend that candidates running for the Presidency, for the Governorship or Congress must learn to discard hour and a half speeches and condense their thoughts to fit in a half hour at the most.

"Owen D. Young was praised for his fifteen-minute oration for the cause of Democracy. More than one listener holds that speech as a model for all political speakers to follow."

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CHICAGO RADIO STATION FILES $900,000 SUIT

Charging conspiracy, Radio Station WIBO, of Chicago, operated by the State Investment Co., and Nelson Bros., Inc., brought suit for $900,000 against proprietors of Station WBBM and the Columbia Broadcasting System in Chicago.

The suit names Thomas J. Johnson, the Johnson-Kennedy Radio Corporation, Ralph Atlass, Leslie Atlass and the Columbia corporation as defendants. Attorneys for WIBO charged that the defendants circulated "false and malicious statements concerning the length of time WIBO would operate", thereby alarming creditors and inducing advertisers to quit the station.

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SAYS ROOSEVELT FAVORS COMMUNICATIONS COMMISSION

It is reported in Washington that President-elect Franklin D. Roosevelt favors the Couzens Communications Commission bill which would place all branches of communications under one commission, each division to be represented by a commissioner. This proposal of Senator Couzens' (R) of Michigan would place one man in charge of radio, doing away with the present five-man commission, and leave the administration of the Radio Act to an organization very much like that now existing in the Federal Radio Commission, with all heads of departments or divisions being responsible to the radio member of the Communications Commission.

Telegraph, telephone, cable, radiotelegraphy, and all other phases of communications would be represented.

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CANADA SATIATED BY CAMPAIGN RADIO

The Canadian government has appointed a radio commission which will go to work at once to devise ways to protect Canadians from having their radio entertainment disturbed in 1936 as it has been in this Presidential year of 1932. The Canadians have decided to appoint the Commission now, fearing that when another United States national election comes the world may have television, and after their experience in this year's campaign, that would be too much.

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PRODUCTION OF MUSICAL INSTRUMENTS OFF 60 PER CENT

The value of musical instruments and of parts and materials produced last year in the United States was but $30,148,751, a decrease of 60.8 per cent from the 1930 total of $76,829,338, according to information from the Census of Manufacture s made available by the Department of Commerce last week.

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SUIT ASKS $50,000 FOR CHURCH SALES

Mrs. Alice Nibley Smoot, of Salt Lake City, Utah, related by marriage to Senator Reed Smoot, has begun suit in Supreme Court for $50,000 against the Electrical Research Products Co., manufacturers of motion picture apparatus, it was revealed when she filed a motion to transfer the action to Federal Court.

According to the complaint, Mrs. Smoot was engaged by the company on November 16, 1931, to negotiate the sale or lease of sound producing and reproducing apparatus to the governing counsel of the Mormon Church, of which her father, Charles W. Nibley, is "second counsellor and a member of the first presidency".

The machines were to be used in the 2,000 Mormon meeting houses and missions in Utah. Mrs. Smoot was to receive a salary of $750 a month for her services and an additional $25,000 bonus if the church bought or leased $300,000 worth of apparatus within 12 months from the agreement, providing the contract was signed prior to January 1, 1932. If the agreement was made after January 1, but in the first quarter of the year, Mrs. Smoot was to get $20,000.

Mrs. Smoot claims she arranged the sale of the apparatus to the church and that it was ready to consummate the agreement in January. She said that "the defendant, with the intention and for the express purpose of depriving the plaintiff of compensation, wrongfully postponed the making of the agreement until April 7, 1932."

"Furthermore", she said, the company broke its contract with her and discharged her "without right or cause on February 27, 1932".

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NBC NEW ACCOUNTS AND RENEWALS

Renewal, Beech-Nut Packing Co., 10 E. 40th St., NYC. Agency: McCann Erickson Co., 285 Madison Ave., NYC. Starts Nov. 14, 1932, for 13 weeks. Time: Daily exc. Sat. and Sun. 6:45-7:00 p.m., EST. WGY only. Program: Electrical transcriptions of Chandu, The Magician.

New, **Albany** Packing Co., (meats), Albany, N.Y. Agency: World Broadcasting System, Inc., 50 W. 57th St., NYC. Started Oct. 26, 1932 for 26 weeks. Time: Wednesday- 9:30-10:00 p.m., Thursdays 6:15-6:45 p.m. WGY only. Program - "The First Prize Supper Club" - electrical transcription

New, Ass'n. of American Soap & Glycerine Producers, Inc. 45 E. 17th Street, NYC (anti-freeze). Agency: Newell-Emmett Co., Inc., 40 E. 41st Street, NYC. Started Oct. 31, 1932 for six weeks. Weather report announcements daily 50 word commercial given at 6:15 p.m. and 11:12 p.m. with weather reports. Five word commercial given at 8:30 p.m. and 10 p.m., with weather reports, except. on Sat. and Sun. when they are given at 8:30 p.m. and 10:30 p.m. KDKA only.

Renewal, The Barbasol Company, 814 N. Senate Ave., Indianapolis, Ind. Agency: Erwin, Wasey & Company, 420 Lexington Ave., NYC. Starts Nov. 29, 1932 for 13 weeks. Time: Guesdays, Thursdays, 7:30-7:45 EST p.m. Network: WEAF WEEI WJAR WTAG WCSH WFI WFBR WRC WGY WBEN WCAE WTAM WWJ WCKY WSAI KYW WOW Program: Carson Robison and his"Pioneers" . John and Bill Mitchell and Pearl Pickens. (guitars, banjos, mouth organs and vocal).

Change, S. S. Kresge Co. - WMAQ "Friday Varieties" . Program changed from 9:00-9:30 a.m. Fridays to 7:30-8:00 p.m., CST.

Change, The Pepsodent Co., "The Goldbergs", Daily exc. Sat. and Sun. Additions to network: 7:45-8:00 p.m. KFYR KTBS WFAA KPRC WOAI WKY WTMJ. 12:00-12:15 mid. KOA KDYL KPO KECA KEX KJR KGA.

Change, The Wander Company (Ovaltine), Chicago, Ill., Agency: Blackett Sample Hummert, Inc. "Little Orphan Annie" - dramatic show for children - adaptation from comic strip "Little Orphan Annie" - 8:15-8:30 a.m. PST daily exc. Sun. 10/22/32 to 11/12/32 incl. 19 programs. 4:45-5:00 p.m. PST daily exc. Thurs. & Sun. 11/14/32 to 10/20/33 incl. 244 programs. 5:30-5:45 p.m. PST daily exc. Thurs. & Sun. 11/14/32 to 10/20/33; 8:15-8:30 a.m. PST Orange, 4:45-5:00 p.m. PST Mountain, 5:30-5:45 p.m. PST Orange KTAR.

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CAMPAIGN LOSER TOLD TO SHUT-UP

It seems National Republican Chairman Everett Sanders spoke under difficulties during the National Radio Forum program immediately following the election. Studio officials in New York allowed Chairman Farley to use up about two-thirds of the half-hour which was to have been equally divided between the two chairmen.

Mr. Sanders had scarcely started talking in Chicago when a big sign was placed in front of him. It read: "Talk faster". A few minutes later another sign, even larger, read: "Stop talking - your time is up". Everett managed to finish his speech without choking but, according to Tom Shipp, well known advertisingman, he expressed himself fully and freely to the radio officials after the broadcast.

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WCCO AND THE LIBEL SNAG

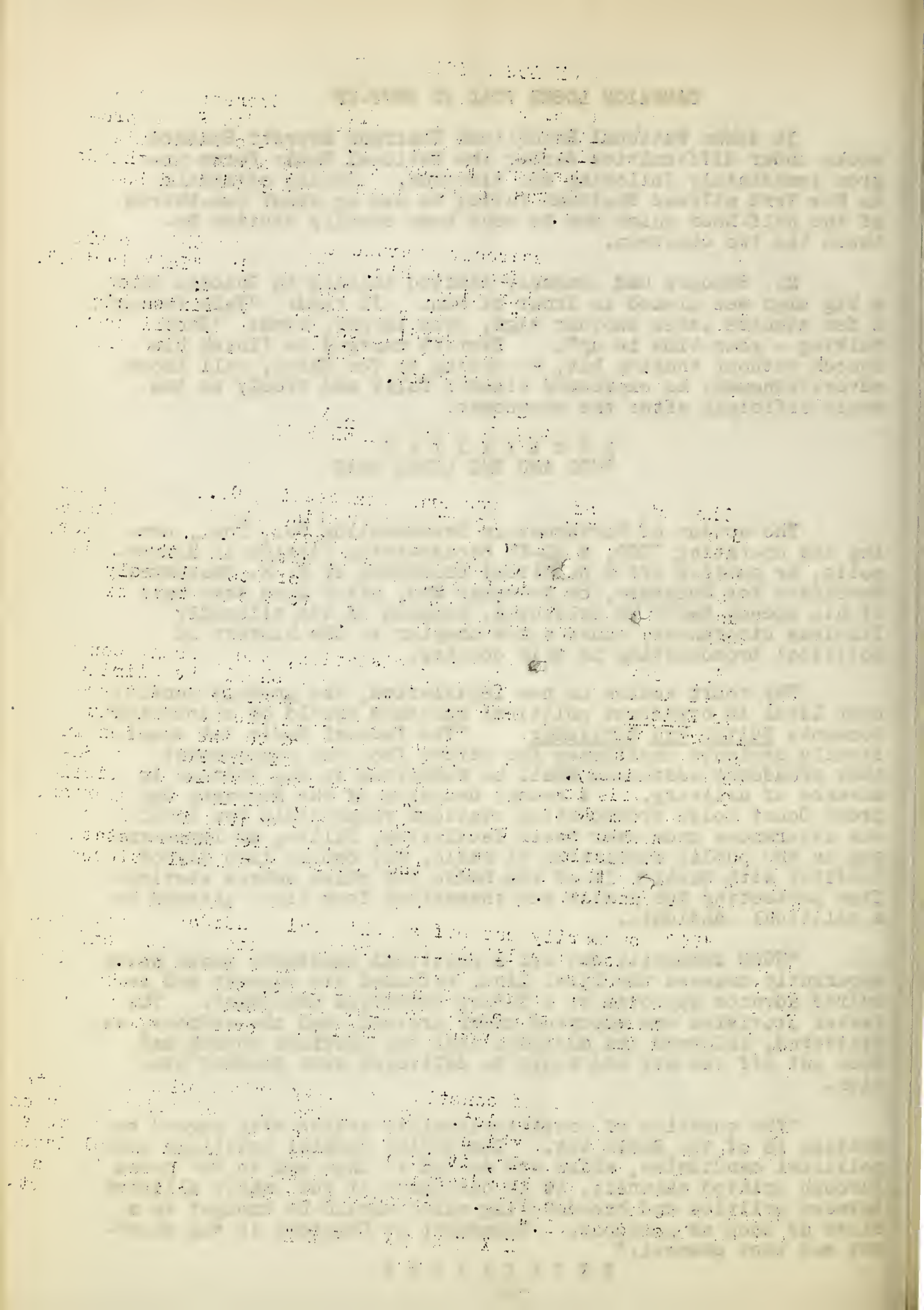
The action of Northwestern Broadcasting Co., Inc., owning and operating WCCO, a 50-KW broadcasting station in Minneapolis, by cutting off a political broadcast by F. H. Shoemaker, candidate for Congress, on November 2nd, after less than half of his speech had been delivered, because of its allegedly libelous utterances, added a new chapter to the history of political broadcasting in this country.

"By court action or new legislation, the present confusion over libel in broadcast political speeches should be eliminated", comments Editor and Publisher. "The Federal Radio Act specifically protects candidates for office from the requirement that broadcast addresses shall be submitted to the station in advance of delibery. A recent decision of the Nebraska Supreme Court holds broadcasting stations responsible for libelous utterances made over their facilities, filling an important gap in the public regulation of radio, but coming into direct conflict with Section 18 of the Radio Act which debars stations from protecting the public and themselves from libel uttered by a political candidate.

"WCCO summarily cut off a political candidate whose words apparently crossed the libel line, refunded his payment and required advance approval of a future scheduled broadcast. The latter provision was accepted under protest, and the address, as delivered, informed the audience that the previous speech had been cut off the air and would be delivered over another station.

"The question of constitutionality arises with regard to Section 18 of the Radio Act. Conferring special privilege upon political candidates, which are denied to them and to the press through printed channels, it is one phase of the unholy alliance between politics and broadcasting which should be brought to a close as soon as possible. Amendment by Congress is the shortest and best channel."

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EINSTEIN AND HIS RADIO PIANO OF INTEREST HERE

The coming of Dr. Albert Einstein to the United States to serve as a member of the Princeton College faculty will remind many electrical men here that the wizard of relativity has a personal reputation in electronics and electrical invention, quite independent of his mathematical abstractions. His best-known electrical device before the European public is undoubtedly the "Einstein piano", a musical instrument which employs the vibrations of piano strings to actuate microphones, the output of which can then be modified by electrical circuits to produce a variety of instrumental effects when heard through a loud speaker. By changing switch contacts, various familiar standard instruments can be reproduced, or the player may soar off into new Einsteinian harmonies, creating musical notes of timbres and qualities never before heard in nature.

"The Einstein piano is but one of many new electrical musical instruments which are now holding public attention in Europe", O. H. Caldwell, former Radio Commissioner, explains. "Over there a large number of inventors has been at work on electronic devices for individual musical expression. In America a similar instrument just placed on the market commercially is the Emicon, having a keyboard on which single notes can be played through the regular radio-set loudspeaker, either separately or as an accompaniment to an incoming radio program. The $59.50 price at which the Emicon is offered to the public, will give an interesting test of the public's demand for instruments for individual musical expression."

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VOICE FOR PURSUIT PLANES

Immense progress has been made in aircraft radio communication involving tactical problems , especially in pursuit aviation, states Maj. Gen. B. D. Foulois, chief of the Army Air Corps. This advancement is due to new and greatly improved radio equipment for pursuit planes. Six experimental sets of commercial design identified as the SCR-183 command sets were delivered to March Field, Calif., during December of last year. The initial test of this equipment was completed about the end of December. The SCR-183 sets employ a small fixed antenna which is essential for pursuit and attack airplanes. The total weight of the complete command set which was adopted is approximately 43 pounds. It is designed for voice and code transmission. When the receiver is used independent of the transmitter, it employs a small vertical mast antenna.

During the year 1932 an order was placed for 12 Homing devices. The equipment enables the pilot to tune in any broadcast or intermediate frequency station and by means of a visual dash indicator, fly directly toward it.

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WFAS, Westchester Brdcstg. Corp., White Plains, N.Y., granted authority to operate from 2:15 to 3 p.m., EST., Sat. Nov. 12, in order to broadcast football game; WABC-WBOQ, Atlantic Brdcstg. Corp., New York, granted CP for auxiliary purposes only, 860 kc., 5 KW; WLCI, Lutheran Assn. of Ithaca, N.Y., Ithaca, N.Y., granted CP to make changes in eqpt.; WSVS, Elmer S. Pierce, principal Seneca Vocational High School, Buffalo, N.Y., granted license covering installation of new eqpt. 1370 kc., 50 w. daytime; hours of operation, daily 8:30 to 10 AM, and 2 to 3 P.M., EST; WALR, WALR Brdcstg. Corp., Zanesville, Ohio, granted license covering move of transmitter locally and changing eqpt. 1210 kc., 100 w., unltd. time; also

WWL, Loyola University, New Orleans, La., granted license covering local move of transmitter, installation of new eqpt. and increase in pwer from 5 to 10 KW; 850 kc., hours daily except Sunday, 8:00 a.m. to 8:30 p.m.; Sunday 10 a.m. to 7:45 p.m., CST; KLZ, Reynolds Radio Co., Inc., Denver, Colo., granted authority to install automatic frequency control; KGFJ, Ben S. McGlashan, Los Angeles, Cal., granted authority to install automatic frequency control; WFDV, Rome Brdcstg. Corp., Rome, Ga., granted spec. auth. to operate from 9 to 10 p.m., CST, Friday, Nov. 11; WSUI, State Univ. of Iowa, Iowa City, Ia., granted spec. authority to operate from 10 p.m. to 12 midnight, CST, Nov. 11 and 18; WNAD, Univ. of Kalahoma, Norman, Okla., granted spec. authority to operate 9:15 to 10:30 p.m., CST, Nov. 15, 17 and 29; December 1, 13 and 15, 1932, and January 10 and 12; February 7, 9, 21 and 23, 1933, providing KGGF remains silent; and

WCAE, WCAE, Inc., Pittsburgh, Pa., granted renewal of license for auxiliary transmitter for term ending 3:00 a.m., EST, April 1, 1933; WHK, Radio Air Service Corp., Cleveland Ohio, granted renewal of license for auxiliary transmitter for term ending 3:00 a.m., EST, May 1, 1933; WKAV, Laconia Radio Club, Laconia, N.H., granted temp. renewal of license pending decision of the Commission as a result now being conducted with respect to improper operation of station; KGFW, Central Neb. Brdcstg. Corp., Kearney, Nebraska, granted temp. renewal of license subject of decision of the Commission on application filed by Jas. M. Caldwell, Goodland, Kans., requesting facilities of KGFW; WNBH, New Bedford Brdcstg. Co., New Bedford, Mass., denied auth. to operate Nov. 24 from 1 to 6 a.m., with 250 watts power, in order to broadcast a DX program; WNBX, WNBX Brdcstg. Corp., Springfield, Vt., granted auth. to operate in accordance with terms of CP, pending action on appl. for mod. of CP and submission of proper data on monitor; KGFW, Cent. Neb. Brdcstg. Corp., Kearney, Neb., granted spec. auth. to reduce hours of operation beginning 3 a.m., EST, Dec. 1 from unltd. as follows: 7 to 10 a.m., 11:30 to 1:30 p.m., and 6 to 9 p.m., CST. This is a temporary grant pending outcome of case set forth above; WSPA, The Voice of South Carolina, Spartanburg, S. C., denied motion of WSPA for Order to take Depositions in Docket 1621, involving a protest hearing upon the application of WFBC to move

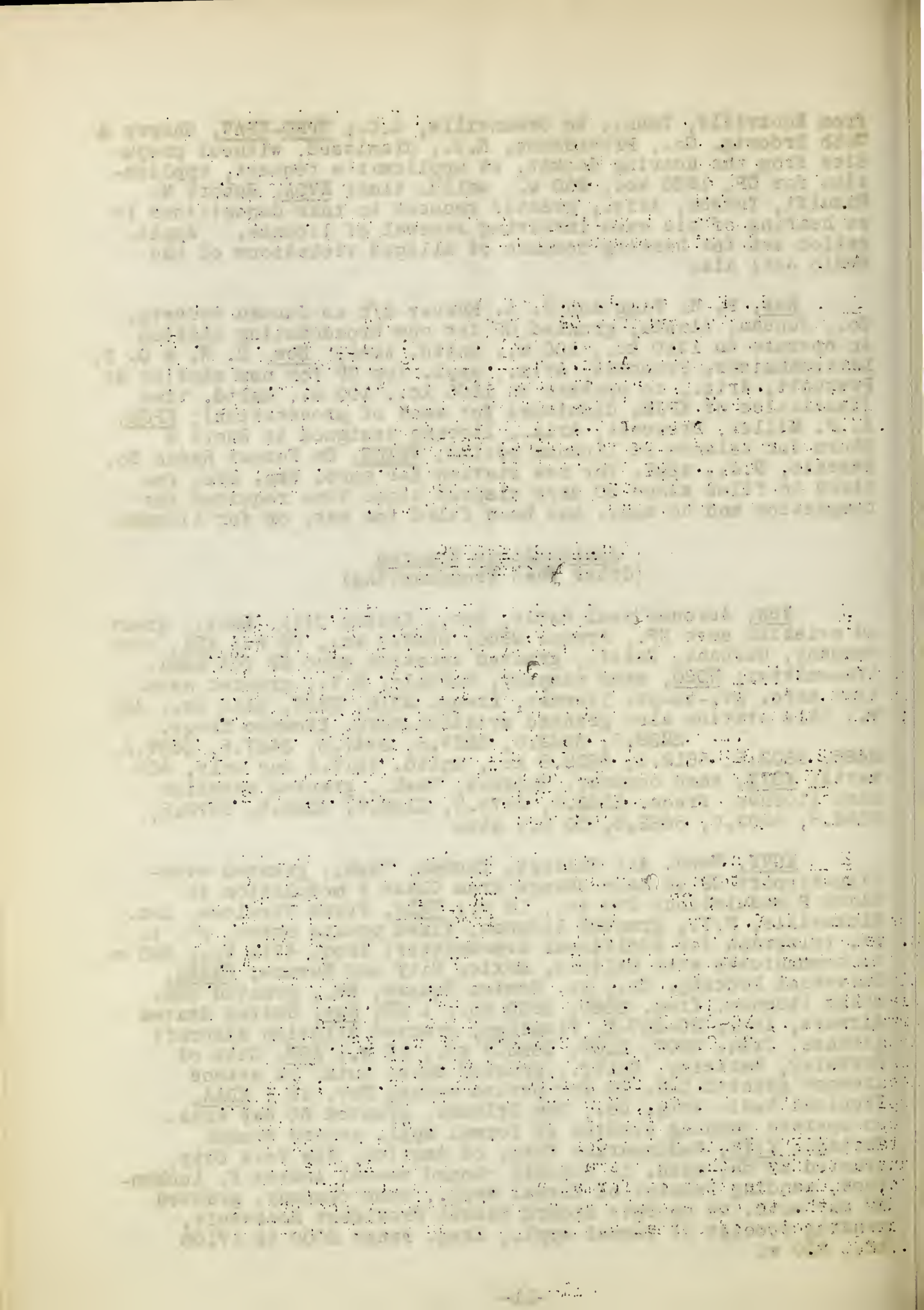
from Knoxville, Tenn., to Greenville, S.C.; WPRO-WPAW, Cherry & Webb Brdcstg. Co., Providence, R.I., dismissed, without prejudice from the hearing docket, at applicant's request, application for CP, 1260 kc., 250 w., unltd. time; KVOA, Robert M. Riculfi, Tucson, Ariz., granted request to take depositions in re hearing of his case involving renewal of license. Application set for hearing because of alleged violations of the Radio Act; also

New, P. H. Pigg and J. A. Harvey d/b as Juneau Brdcstg. Co., Juneau, Alaska, granted CP for new broadcasting station to operate on 1310 kc., 100 w., unltd. time; New, R. W. & D. P. Lautzenheiser, Prescott, Ariz., appl. for CP for new station at Prescott, Ariz., to operate on 1500 kc., 100 w., unltd. time (facilities of KPJM, dismissed for want of prosecution); KPJM, A. P. Miller, Prescott, Ariz., license assigned to Scott & Sturm for balance of license period; W2XCE, De Forest Radio Co. Passaic, N.J., appl. for new station for spec. exp. use, retired to files since 30 days elapsed since time required for completion and no appl. has been filed for ext. or for license.

Applications Granted
(Other Than Broadcasting)

New, Aeronautical Radio, Inc., Kansas City, Kans., granted aviation aero CP., freqs. 2906, 5692.5 kc., 90 w.; KSI, same company, Burbank, Calif., granted aviation aero CP for addl. transmitter; WDSO, same company, Buffalo, N.Y., granted aviation aero. pt.-to-pt. license, freqs. 2316, 2356, 4115 kc., 400 w.; this station also granted aviation-aero. license freqs. 3232.5, 3242.5, 3257.5, 3447.5, 3457.5, 3467.5, 3485, 5602.5, 5612.5, 5632.5 kc., unltd. 4917.5 day only, 400 watts; KGTZ, same company, Spokane, Wash., granted aviation aero license, freqs. 3162.5, 3172.5, 3182.5, 3322.5, 5572.5, 5582.5, 5592.5, 5662.5, 50 w.; also

KGVN, Wash. Air College, Tacoma, Wash., granted aviation-airport CP to make change from Class A modulation to Class B modulation; 278 kc., 15 w.; WRDJ, Press Wireless, Inc., Hicksville, N.Y., granted license, fixed public press, pt. to pt. telegraph for additional transmitter; freq. 4715 kc., 250 w., to communicate with Halifax, Mexico City and Havana; W3XAU, Universal Brdcstg. Co., nr. Newton Square, Pa., granted exp. relay license, freq. 6060, 9590 kc., 1 KW; New, United States Airways, Inc., NC-267-K, Flamingo, granted aviation aircraft license, freq. 2906, 3105, 5692.5 kc., 15 w.; KSW, City of Berkeley, Berkeley, Calif., granted spec. auth. to extend license granted Oct. 18 for period ending Nov. 15 ; KDAA, Tropical Radio Telg. Co., New Orleans, granted 60 day auth. to operate pending receipt of formal appl. aboard vessel Cartago; KIFV, Radiomarine Corp. of America, New York City, granted 60 day auth. to operate aboard vessel Andrea F. Luckenbach, pending receipt of formal appl., same company, granted 60 day auth. to operate aboard vessel President Roosevelt, pending receipt of formal appl., freq. range 2000 to 17100 kc., 200 w.



Renewal Of Licenses

The following stations were granted renewal of licenses for the regular period:

WBEO, Marquette, Mich., WCLS, Joliet, Ill., WCRW, Chicago; WEBR, Buffalo, N.Y.; WFAM, South Bend, Ind., WFBE, Cincinnati, O.; WGH, Newport News, Va.; WJAC, Johnstown, Pa.; WKBB, Joliet, Ill.; WLAP, Louisville, Ky., WNBW, Carbondale, Pa. WQDX, Thomasville, Ga.; WRBL, Columbus, Ga.; WSBC, Chicago; WSIX, Springfield, Tenn.; WSJS, Winston-Salem, N.C., WTRC, Elkhart, Ind.; KGDE, Fergus Falls, Minn.; KGEK, Yuma, Colo.; and KWG, Stockton, Calif.

Set For Hearing

New, A. D. Shiffer & A. H. Bennett d/b as Lansing Brdcstg. Co., Lansing, Mich., requests CP for new station 1210 kc., 100 w., unltd. time; New, Lancaster Brdcstg. Service, Inc., Lancaster, Pa., requests CP for new station, 1230 kc., 500 w., daytime; WFDV, Rome Brdcstg. Corp., Rome, Ga., requests CP to change freq. from 1500 to 1120 kc., increase power from 100 to 250 w., and change hours of operation from specified to unltd. (part facilities of WTFL).

Oral Argument Continued

WORC-WEPS, Alfred Frank Leindienst, Worcester, Mass., argument before Commission en banc shceduled for Nov. 16, 1932, continued until 10 a.m., Nov. 30, concerning application for facilities of stations WAWZ, Zarapath, N.J.; WMSG, WBNX and WCDA all of New York.

Amateur Station Licenses

The Commission also granted 184 licenses for amateur radio stations, of which 41 were new, 103 renewals and 40 modifications.

Action On Examiner's Reports

Ex. Rep. No. 417 - WDBO - Orlando Brdcstg. Co., Inc., Orlando, Fla., granted mod. of license so as to operate regularly on 580 kc., 250 w., unltd. time. On July 21, 1932, this station by special authorization was permitted to change its freq. from 1120 to 580 kc., pending final action of Commission. Chief Examiner Ellis A. Yost, following a hearing, recommended that the station be permitted to operate regularly on 580 kc.

Ex. Rep. No. 418 - WHDF - Upper Mich. Brdcstg. Co., Calumet, Mich., granted renewal of license on 1370 kc., 250 w. day and 100 w. night, during the following hours: Week days: 7 to 9 a.m.; 11:30 to 1:30 p.m.; 5:30 to 8:30 p.m. Sundays: 10 a.m. to 2 p.m.; 4:30 to 8:30 p.m. Chief Examiner Ellis A. Yost was sustained.

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HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING **WASHINGTON, D. C.**

ISSUED TWICE A WEEK AND CONTAINING THE LATEST INFORMATION REGARDING THE RULINGS OF THE FEDERAL RADIO COMMISSION, RADIO LEGISLATION, DEPARTMENT OF COMMERCE REGULATIONS, CHANGES IN WAVELENGTH, CALL LETTERS AND POWER, PATENTS, EXPORTS, FEDERAL TRADE COMMISSION RULINGS AND OTHER MATTERS OF INTEREST TO BROADCASTERS AND MANUFACTURERS. :: :: CONFIDENTIAL—NOT FOR PUBLICATION. :: ::

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No. 579

BROADCASTERS ALL SET FOR YEAR 1933

The National Association of Broadcasters has just concluded its annual meeting in St. Louis, Mo. and is all set for 1933. Alfred J. McCosker, of WOR, Newark, N.J. was elected president. Leo J. Fitzpatrick, of Detroit, was elected first vice president and John Shepard 3d, of Boston, second vice president.

Arthur Church, of Kansas City, was named treasurer. The board of directors includes J. Thomas Lyon, Baltimore; Lambdin Kay, Atlanta; I. Z. Buckwalter, Lancaster, Pa.; Truman Ward, Nashville, Tenn.; W. W. Gedge, Detroit; and Donald Flamm, New York City.

Revision of the contract governing payment of royalties by composers and song writers was demanded by members of the National Association of Broadcasters in a resolution adopted at the final session. Plans were made to continue the fight with the American Society of Composers, Authors and Publishers over the royalty rates. Oswald F. Schuette was appointed to direct a united movement on behalf of the broadcasters for revision and reduction of the rates provided under the contract now in effect.

Radio men attending the convention adopted a resolution threatening to organize their own corps of composers if Schuette should be unable to make any headway in scaling downward the present royalty rates. Under the present contract, which recently was adopted, the broadcasters pay the American Society of Composers, Authors and Publishers a lump sum, based on net receipts of the station.

More than 300 station representatives were present at the convention -- one of the largest in the history of the organization.

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NEW NBC "HANDY LEAFLETS" ISSUED

The Sales Promotion Department of the National Broadcasting Company has issued another addition to its "Handy Leaflets" volume. A composite map showing all NBC networks and wire line facilities, an up-to-date list of advertisers giving the name of the feature they sponsor and time and network, and a graph showing the various industries represented in the air programs, the number of advertisers for each industry and the amount of money spent by each industry were included.

Food products are more widely advertised than any other. There are 61 advertisers spending a total of $7,486,768 with the NBC. Drugs and toilet goods come next, 40 advertisers spending $4,417,029 for exploitation of their wares.

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RADIO DIVISION SUMS UP YEAR'S ACTIVITIES

The Radio Division, making its report to the Department of Commerce for the last time, has just made public a review of the past year's activities. Now that it has become a part of the Federal Radio Commission it will not make a separate report next year.

Outstanding developments last year were in the police radio and amateur departments. There are now 79 police radio stations in operation, as compared with 53 last year. Construction permits have been issued for ten more.

There was an unprecedented increase in the users of amateur radio during last year. This year there are 30,374 amateurs, as compared with 22,739 licensed transmitting stations last year-- an increase of 7,365. This army of amateurs have been operating their stations in an orderly manner, with very little official supervision and with very few violations of the law or regulations reported against them.

The most outstanding achievement by amateurs during the past year has been their development of the ultra-high frequency portion of the radio spectrum, particularly in the band assigned to them from 56 to 60 megacycles.

Safety of navigation was further increased last year through the installation of additional marine radiobeacons and radiocompasses. There are 102 marine radiobeacons in use in the United States at the present time, an increase in twelve over the preceding year. They are situated along the seacoast and around the Great Lakes.

Each of the nine radio districts, with the exception of New York, is suppied with a radio test car. One of these cars has had over 100,000 miles service. When changes are required, consideration will be given to change of design with a view to reducing weight and providing additional space for equipment. The service now needs cars at New York, Los Angeles and some mid-west point, possibly Kansas City.

There was a substantial increase in the number of radio operators examined and licensed. During the year examinations were given to 5,949 applicants for commercial licenses and 10,315 applicants for amateur licenses. Licenses were issued to 27,211 radio operators during the year, of which 6,555 were commercial and 20,656 amateur.

The Radio Division staff made 1,426 inspection trips and visited 610 cities. There were 14,708 clearances from our ports of ships, foreign and domestic, which are required by law to be fitted with radio apparatus and 11,125 inspections. Also the field force inspected 3,339 radio stations on land, including aircraft broadcasting and amateur.

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"HOLLYWOOD" GOES TO THE HEAD OF THE CLASS

"Hollywood" McCosker, of Station WOR, Newark, newly elected President of the National Association of Broadcasters, would be an ornament to any industry. The broadcasters are to be congratulated upon their choice. A typical debonair Broadway figure, he looks as if he had just stepped from a motion picture screen, which may account for the "Hollywood".

McCosker always seems to be going out of his way to accommodate some one. And he radiates energy.

Through McCosker's foresight and ability, WOR occupies front rank among the New York City stations. Although WOR's transmitter is located in New Jersey, the studios are on Broadway. The situations of WOR, with studios in New York and transmitter in New Jersey, and Station WJSV, with studios in Washington and transmitter in Virginia, are much the same.

WOR is one of the leading independent stations in the United States and stands so high with the Federal Radio Commission that it was recently granted an increase in power to 50,000 watts, the maximum allowance.

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CALL LETTER SYSTEM FOR AMATEURS KEPT

The re-districting of the inspection offices of the Federal Radio Commission does not mean that amateurs will have a new system of call letter designations, according to Lieut. E. K. Jett, assistant chief engineer of the Commission. While broadcasting, maritime and other radio services are administered through the 20 inspection offices, instead of through the nine district offices and their several sub-offices, amateurs will continue to be divided into nine areas.

Amateur calls will continue to carry the designations "W1", "W2", "W3", etc. up to "W9", as formerly, instead of having their calls carry two digits such as "W18" or "W19" in conformity with the 20 new districts.

Amateurs, however,must hereafter make their applications for station licenses directly to Washington, which also will issue their call letters. But for the purposes of operators' examinations, they must report to the inspectors in the twenty new districts, according to the one/which they live.
in

The re-districting was ordered to co-ordinate the division of field operations of the commission, formerly the radio division of the Department of Commerce, with the commission itself. Each of the twenty inspectors will be responsible directly to the commission at Washington, with Commissioner Thad H. Brown, as administrator of the field force.

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CODE WORD LIMITATION WORRIES U.S.

It is known authoritatively that the American and British delegations to the International Radio and Telegraph Conference in Madrid are extremely worried about the projected elimination of ten-letter code words.

The conference, in plenary session, voted to limit code words to only five letters last week, but the issue was subsequently brought back from the committee that was to pass on details.

Britain, the United States and Germany, which represent a large majority of the users of the code are being consistently voted down on this question by such smaller nations as Persia and Greece, which have no substantial interest in it. Italy and France also favor ending the ten-letter code word.

The private companies, at first in favor of the change, are now reported alarmed by the possibilities of such a step in these times of economic depression and anxious to retain the status quo.

F. W. Phillips, head of the British delegation, will demand again that the matter be referred to the plenary session for another vote.

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RADIO HYMNS CALLED CHEAP

The decline of family worship and the "cheapness" of hymns used on the average radio program were deplored by speakers at a business session of the Hymn Society, an organization of hymn writers and composers which is holding its tenth anniversary celebration this week. The meeting took place in the parish hall of St. Bartholomew's, New York City.

Russell Carter, supervisor of music for the State Department of Education, attacked the "sentimentality and tawdriness" of some of the religious songs used on the radio and said that music of this type serves to debase the public taste. A committee was appointed by the society to investigate the radio field with a view to improving the character of the hymns used.

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CODE AND LIMITATION CRITIC U.C.

NEWS COMMENTATOR CRITICIZED

"A lot of Washington people who have become fond of Edwin C. Hill's broadcast on Columbia - "The Human Side of the News' - got something of a shock by his outpouring Tuesday night on the subject of Presidents I Have Known", writes Don Craig in The Washington Daily News. "It really wasn't worthy of him and I doubt if it did either himself or Columbia any particular good.

"To begin with, he broadly intimated that his relationship to each of the last half dozen presidents was slightly closer than that of a brother, whereas Ed has hardly been seen in Washington in the last ten years.

"His listeners were given to believe that Harding, for example, was a pretty good President and a pretty bad golfer. The facts, as all Washington newspapermen will agree, were exactly the reverse. Harding never broke a hundred on the golf course, said Hill. As a matter of fact, in a tournament on the difficult Washington Golf Club course, President Harding shot a 90 and was runner-up to the winner. His Chevy Chase handicap was 22. And Harding, by Hill's own account, was one of the presidents he knew best of all.

"Hill's prediction that Roosevelt will not listen to such 'radicals' as Huey Long, Dill and Wheeler, is likely to rise up and smack Columbia. Huey is always able to make trouble, ditto Wheeler, and Dill happnes to be about the most active of all senators on the subject of radio. Any one of the three doubtless would admit Hill's right to take issue with them on any specific issue, but each of the three is likely to resent the sort of left-handed slap received Tuesday night.

"And it is a matter of history that the three men whom Hill kissed off with a sneer had as much to do with Roosevelt's getting that Chicago nomination as almost any three Hill can name."

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SHORTEST WAVE LENGTH EMPLOYED BY BRITISH

A micro-ray equipment giving radio communication on the shortest wave length employed at any radio station in the world, has been ordered by the British Air Ministry for use in connection with cross channel flying services. It will be manufactured by Standard Telephones and Cables, a subsidiary of the International Telephone and Telegraph Corp.

The equipment on order will operate on a wave length of fifteen centimetres. For communication on this minute wave length, transmitting and receiving aerials less than one inch long are required.

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DILL NOT SEEKING CABINET PLACE OR POST ABROAD

Senator Dill has definitely rejected suggestions that he might wish a Cabinet post or Ambassadorship, according to close political friends, the New York Times representative in Seattle, Wash., reports. They say he prefers and intends to remain in the Senate.

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RCA SUIT GOES OVER UNTIL MONDAY

The trial of the anti-trust suit filed by the government against the Radio Corporation of America and affiliated companies which was set for Monday, November 14, in the United States District Court for Delaware, at Wilmington, has been post-poned until next Monday, November 21.

In asking Judge John P. Nields to let the case go over, John Lord O'Brian, Assistant United States Attorney General, gave no intimation of the nature of the proposals received from the defendants looking to a settlement out of court.

The proposals received by the Attorney General last Friday made it impossible, Mr. O'Brian said, for the Justice Department to give them thorough consideration in the short space of time before the trial, because of the complexity of the relationship among the defendants.

If the government looked favorably upon the proposals, Mr. O'Brian said, they would have to be embodied in an injunctive decree. This decree, he added, would have to be approved by both sides before being submitted to the court.

In asking for the postponement, Mr. O'Brian said that it is to be understood that if such a decree is not submitted to the court the case should go to trial next Monday.

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"PARADE OF THE STATES" IN BOOK FORM

"It is not unusual for a radio program to be written from a good book, but when a book is taken from a radio program that's news", is the way a press report from Doubleday Doron & Co., Inc. reads in announcing the publication of Bruce Barton's "A Parade of the States", to retail at $1.00 per copy.

It is claimed that about 849,000 people wrote for copies of the program in permanent form. It was decided to publish these descriptions of the forty-eight States and such an announcement was made in the last two "Parade of the States" programs.

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SUPREME COURT REFUSES TO REVIEW FOUR RADIO CASES

The Supreme Court has announced that it will not review four cases brought before it involving the validity of Edelman Patent No. 1680370, covering devices for furnishing the electric power for the operation of radio receiving sets, and Edelman Patent No. 1682492, covering a radio battery eliminator.

The court denied petitions for writs of certiorari in Nos. 444-5, Banning v. Hartman Furniture & Carpet Co., and 446-7, Hartman Furniture & Carpet Co. v. Banning.

The invention of the patent in Nos. 444-5, according to petitioners brief, relate to apparatus for changing the alternating current from household light sockets into direct current required for radio receivers, and includes combinations of certain electrical devices which effect such a conversion and eliminate distortion.

A district court decision that this patent was valid and had been infringed was reversed in part by the Circuit Court of Appeals for the Seventh Circuit, which held that claims 1, 2 and 3 were invalid on the ground that a combination of old elements each performing a well-known function constituted aggregation and not patentable combination.

Urging reversal of this decision, the petitioner in Nos. 444-5 stated to the Supreme Court in his brief that the lower court had erroneously decided an important question of Federal law which has not been settled by the Supreme Court.

The Hartman Furniture Co., in Nos. 446-7, involving Edelman patent No. 1682492, appealed to the high tribunal to reverse a decision by the Circuit Court of Appeals for the Seventh Circuit that claim 3 was valid and infringed.

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LAFOUNT HITS OVER-COMMERCIALISM AND WAVE TRAFFICKING

The American broadcasting system, in spite of its being "the best in the world", suffers from the temptation and danger of "over commercialization", Harold A. Lafount, acting chairman of the Federal Radio Commission told the annual convention of the National Association of Broadcasters, meeting in St. Louis.

In warning of this danger, Mr. Lafount said that many stations instead of operating in "the public interest, convenience and necessity" are "operating mainly for profits through excessive and uninteresting advertising.

Offering facilities to universities, philanthropic, and similar organizations does not relieve stations from the responsibility of providing worth while programs, he explained.

Declaring that the financial condition of the industry generally is sound, Mr. Lafount pointed out that "invested capital in many instances is out of all proportion to the earning capacity of the station". Trafficking in licenses and converting modest personal investments into the controlling interests of over capitalized corporations "must stop", he asserted.

He expressed satisfaction over the cooperation of the broadcasters with the Federal Radio Commission, upheld its rules as reasonable, and described the broadcasters as"pioneers" in the field who hold the fate of the system in their hands.

"Now everybody knows that the operation and maintenance of a radio broadcasting station is an expensive undertaking", Mr. Lafount said. "Somebody has to foot the bill. In the end, under any system, it is my belief that it is the public who pays. The manner in which it pays differs in accordance with the various systems in use. In England the public is taxed directly. In the United States money for the operation of stations is obtained through the medium of 'sponsored' programs, in other words, advertising. The public wants service; the advertiser wants the public's attention and is willing to pay for it, He, in turn, adds the advertising expense on the price of his goods, so in the end the public pays indirectly for its service.

"While the advertiser must have an audience, and to get the audience and hold it, the station must give it something interesting in the way of service, nevertheless, the danger of overcommercializing is a real temptation for which many stations have fallen. Instead of operating primarily 'in the public interest, convenience and necessity', they are operating mainly for the profits they gain through excessive and uninteresting advertising. In so doing, I warn them, they are 'selling their birthrights for a mess of pottage' and their judgement day will come. Already an irate public is beseiging their representatives in Congress for drastic action.

"Upon previous occasions I have referred to the value frequently placed upon licenses, or wave lengths, by broadcasters and called good will. Such practice is illegal commercialism. Invested capital in many instances is out of all proportion to the earning capacity of the station. Trafficking in licenses and the conversion of modest personal investments into the controlling interests of overcapitalized corporations must stop.

"It is my opinion that the time has now arrived for the issuance of licenses for longer periods of time. I have urged this step upon the Commission and the advisability of extending the period to one year has been discussed. However, in the absence of a full Commission, it was thought wiser to postpone a consideration of this matter until a little later. I believe, however, it is inevitable that some such step will be taken."

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WJBI, Monmouth Brdcstg. Co., Red Bank, N.J., granted assignment of hours, effective Nov. 7, as follows: 7 to 9 p.m., EST, on Mondays only. Shares with WFAB, White Plains, NY and WGBB, Freeport, N.Y.; WNBX, The WNBX Brdcstg. Corp., Springfield, Vt., granted mod. of CP to make changes in eqpt.; WHBQ, Brdcstg. Stat. WHBQ, Inc., Memphis, Tenn., granted mod. of CP extending completion date from Nov. 26 to Jan. 26, 1933, covering move of transmitter locally; KIEM, Harold H. Hanseth, Eureka, Calif., granted mod. of CP approving transmitter location at Eureka, and changing type of eqpt.; also

WESG, Cornell University, Ithaca, N.Y., granted mod. of lic. to change freq. from 1270 to 1040 kc.; KASA, E. M. Woody. Elk City, Okla., granted lic. covering erection of new station, 1210 kc., 100 w., unltd. time; KOMA, Natl. Radio Mfg. Co., Oklahoma City, Okla., granted license covering move of transmitter locally and installation of new eqpt. 1480 kc., 5 KW., unltd. time; WEBC, Head of the Lakes Brdcstg. Co., Superior, Wis., granted license covering local move of transmitter, changing eqpt. 1290 kc., 1 KW, 2½ KW LS., Unltd. time; and

KWSC, State College of Washington, Pullman, Wash., granted authority to remain silent from 9:30 p.m., PST, Dec. 17 to 6:45 p.m., PST, Jan. 1, 1933, in order to make repairs and improvements; KOIN, KOIN, Inc., Portland, Ore., granted CP to move transmitter locally to Barnes Road, outside city limits of Portland; WFAB, Defenders of Truth Society, Inc., New York, granted spec. auth. to use transmitter of WEVD until repairs are made, but not to exceed ten days; WSPA, Virgil V. Evans, d/b as The Voice of S. Carolina, Spartanburg, S.C., granted authority to take depositions in the matter of appl. of WFBC and the Greenville News-Piedmont Co.; also

KTAR, KTAR Brdcstg. Co., Phoenix, Ariz., granted auth. to take depositions in the matter of appl. of KTAR, Docket 1679; WRAM, Wilmington Radio Assn., Inc., Wilmington, N.C., directed station to operate from 2 to 3 a.m., EST, on the following days, Nov. 25, Dec. 9 and 23, Jan. 6 and 20, in order to check frequency; and

Other Than Broadcasting

New, American Radio News Corp., portable and mobile, initial location, New York City, granted gen. exp. CP, freqs. 60,000-400,000, 10 w.; New, Victor G. Martin, Rochester, N.Y., granted gen. exp. CP, freqs. 41,000, 51,400, 60,000-400,000 kc., 50 w.; New, Reuben Albert Isberg, portable to be operated from airplane, initial location, Greeley, Colo., granted gen. exp. CP, 60,000-400,000 kc., 10 w.; W6XAR, Julius Brunton & Sons Co., portable and mobile, initial location, San Francisco, granted gen. exp. CP, 75,000 kc., 3 w. power. Also granted license covering same.

KIEH, Red River Lumber Co., Westwood, Cal., granted spec. emergency license, 3190 kc., 500 w.; KIEE, Same Co., portable in Shasta, Modoc, Tehama, Lassen and Plumas Counties, Cal., granted spec. emergency CP, freqs. 3190 kc., 7½ w.; W2XDU, Atlantic Brdcstg. Corp., New York City, granted mod. of gen. exp. CP, for extension of commencement date to Dec. 1 and ext. of completion date to March 1, 1933; New, Charles J. Paine, on aircraft, NC-658-K, granted gen. exp. license, 60,000-400,000 kc., 1 w. power; also

W2XBY, Bell Tel. Labs., Inc., NS-952-V; W10XAD, NC-417-H granted renewal of spec. exp. license, 3415, 5592.5, 5642.5 kc., 50 w.; W3XY, same Co., Mendham Twp. N.J., granted renewal of spec. exp. license, freqs. 278, 3415, 5592.5 and 5642.5 kc., 10 w. on 278 kc., 400 w. on other freqs.; W6XN, Transpacific Communication Co., Ltd., Dixon, Cal., granted renewal of spec. exp. license, 7565, 7610, 10840, 15355, 15415, 21060 kc., 20 KW; W1XAK, Westinghouse E and M Co., Chicopee Falls, Mass., granted auth. to operate in cooperation with the Bureau of Standards for period Nov. 14 to 19, 1931, incl., on freqs. 5000, 10000, 15000, 20000 and 25000 kc., 30 KW. power, in order to make output tests of a 30 KW transmitter; KDVK, Mackay Radio Telegraph Co., San Francisco, Calif., granted 60-day auth. to operate 500 w. transmitter aboard Vessel F. H. Hillman, pending receipt of formal appl. 375 to 500 kc.; WKEH, Radiomarine Corp. of America, New York, granted 60 day auth. to operate station aboard Yacht Alamo, covering receipt of formal appl. range 313 to 500 kc., and 8200 to 16100 kc., 200 w. and 150 w., respectively.

Renewal Of Licenses

The following stations were granted renewal of licenses for the regular period: WEDC, Chicago; WFAS, White Plains, N.Y.; WGAL, Lancaster, Pa.; WGBB, Freeport, N.Y.; WJBL, Decatur, Ill.; WPRO-WPAW, Providence, R.I., WRAW, Reading, Pa., WTJS, Jackson, Tenn., WWAE, Hammond, Ind., KFPM, Greenville, Tex.; KFXM, San Bernardino, Cal., KPPC, Pasadena, Cal. KGMB, Honolulu Brdcstg. Co., Ltd., Honolulu, T.H., granted renewal of license for term ending May 1, 1933.

Amateur Licenses

The Commission also granted 170 licenses for amateur radio stations, of which 16 were new, 121 renewals and 33 modifications.

Set For Hearing

KGEW, City of Fort Morgan, Fort Morgan, Colo., renewal of license; New, Herman Radner, Lansing, Mich., requests CP 1210 kc., 100 w., unltd. time; WWL, Loyola University, New Orleans, La., requests mod. of lic. to change hours of operation from spec. to unltd (facilities of KWKH); WKBH, WKBH, Inc., LaCrosse, Wis., requests mod. of lic. to change hours of operation from simultaneous day with KSO, sharing at night with KSO, to unltd.

Opening of bidding

The opening of bids will be announced [illegible] at the regular meeting. [illegible] Chairman of [illegible], Tuesday afternoon, [illegible], [illegible] Location, [illegible] Proposal, [illegible] Bidder, Location, [illegible] Bond

Miscellaneous

KGER, Cons. Brdcstg. Corp., Ltd., Long Beach, Cal., appl. for renewal of license withdrawn from hearing docket and regular renewal granted; KGZK, City of Berkeley, Berkeley, Cal., granted ext. of special auth. to operate on 2422 kc., 100 w., to Dec. 15, 1932; KELW, Magnolia Park, Ltd., Burbank, Calif.; KTM, Pickwick Brdcstg. Corp., Los Angeles, granted oral argument to be held at 10 a.m., Dec. 17, 1932.

Examiner's Report

Ex. Rep. No. 432 - CP for new station - Allen Wright Marshall, Sr., Allen Wright Marshall, Jr., and Guy Aaron Malcolm, La Grange, Georgia. Requested assignment: Freq. 1500 kc., 100 w., spec. hours. Frequency now occupied by WRDW, Augusta, Ga., unlimited time. Ellis A. Yost, Chief Examiner, recommends denial of the former and renewal of WRDW license.

Broadcasting Applications

WDEV, Harry C. Whitehall, Waterbury, Vt., license to cover CP issued July 29, 1932, for changes in equipment and change of frequency, power and hours; WFAN, Keystone Brdcstg. Co., Philadelphia, Pa., voluntary assignment of license to Pennsylvania Broadcasting Co.; WAPI, WAPI, Inc., Birmingham, Ala., mod. of CP issued Nov. 17, 1931, for change location, change eqpt. and increase operating power from 5 to 25 kw., to extend date of commencement and date of completion; also

WJBY, Gadsden Brdcstg. Co., Inc., Gadsden, Ala., CP to move transmitter amended to change transmitter and studio to 112 North Eighth Street, Gadsden, Ala.; WIBO, Nelson Bros. Bond & Mortgage Co., Chicago, Ill., voluntary assignment of license to John S. Boyd; KFJB, Marshall Electric Co., Marshalltown, Ia., make changes in automatic frequency control eqpt.; KWCR, Cedar Rapids Broadcast Co., Cedar Rapids, Ia., license to cover CP issued Sept. 23, 1932, for changes in equipment and increased operating power - 100 w. to 100 w. night, 250 w., LS.

WSAJ, Grove City College, Grove City, Pa., 1310 kc., 100 w., specified hours.

Applications Other Than Broadcasting

WTF-WPF, United States-Liberia Radio Corp., Akron, O., renewal of pt.-to-pt. telegraph station licenses; Hamman Exploration Co., portable in Texas and Louisiana, new CP for a geophysical station; WQV, WEM, RCA Communications, Inc., Rocky Point, N.Y., modification of licenses to include an additional transmitter.

There were also received 155 applications for amateur station licenses.

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HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING WASHINGTON, D. C.

ISSUED TWICE A WEEK AND CONTAINING THE LATEST INFORMATION REGARDING THE RULINGS OF THE FEDERAL RADIO COMMISSION, RADIO LEGISLATION, DEPARTMENT OF COMMERCE REGULATIONS, CHANGES IN WAVELENGTH, CALL LETTERS AND POWER, PATENTS, EXPORTS, FEDERAL TRADE COMMISSION RULINGS AND OTHER MATTERS OF INTEREST TO BROADCASTERS AND MANUFACTURERS. :: :: CONFIDENTIAL—NOT FOR PUBLICATION. :: ::

National Broadcasting Company
General Library
711 Fifth Avenue, New York, N. Y.

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No. 580

NOTE: THERE WILL BE NO ISSUE OF THE BUSINESS LETTER ON THURSDAY, NOVEMBER 24, THE THANKSGIVING HOLIDAY.

RECEIVED
NOV 26 1932
PRESS

NOV 22 1932

SUBSCRIPTION PRICE, $10. PER MONTH. NO CONTRACT REQUIRED.

GOVERNMENT'S ANTI-TRUST SUIT AGAINST RCA IS SETTLED

A settlement was effected today (Monday) in the Federal District Court of the Government's anti-trust suit against the Radio Corporation of America and other defendants.

The case against the General Motors Corporation, General Motors Radio Corporation, American Telephone & Telegraph Co., and Western Electric Co., Inc., was dismissed at the request of the Government and an injunction decree was issued against the remaining defendants.

The following explanation of the settlement was given out by the Department of Justice:

"A decree of injunction granted today in the radio case by the United States District Court at Wilmington, directed the complete divorcement of the General Electric Co. and the Westinghouse Electric & Manufacturing Co. from the Radio Corporation of America and enjoined the defendants from attempting to restrain trade by means of patent licenses or similar devices, in violation of the Sherman anti-trust law.

"In working out the provisions of the decree, which was entered with the consent of the defendants, the officials of the Department of Justice have proceeded on the principle that the decree must grant substantially all that the Government could reasonably expect at the end of a trial.

"The General Electric Co. and the Westinghouse Company, who now own a controlling stock interest in the Radio Corporation, are to divest themselves of their stockholdings. They must dispose of one-half their holdings of the common stock of the Radio Corporation by immediate distribution ratably among their stockholders, and the remainder of their holdings within three years.

"Meantime, they are forbidden to exercise the voting rights of their stock. They also are forbidden to impose any limitation upon the power of their stockholders freely to transfer or dispose of the shares of Radio Corporation stock received by them.

"The two electric companies are enjoined from acquiring stock in the Radio Corporation in the future, and from being represented on its board of directors, except that Mr. Owen D. Young, chairman of the board of the General Electric Co., and Mr. Andrew W. Robertson, chairman of the board of the Westinghouse Co., may remain as directors of the Radio Corporation of America during a transition period of five months.

"The decree also enjoins these defendants and their subsidiaries from further recognizing or enforcing the exclusive provision of their patent cross-licensing agreements.

"The Government had complained that these cross-licensing agreements were made to eliminate competition among the defendants in violation of the anti-trust law.

"It asserted also that the pooling of more than 4,000 patents applicable to radio, and the granting to the Radio Corporation of the exclusive rights to license the use of the pool's patents in that field hampered the right of third persons to engage in the radio business.

"The decree enjoins the defendants from hereafter entering into any arrangement among themselves or with third persons in any way limiting or restricting the freedom of any of them of the freedom of third persons to use their own patents or patent rights or to license others thereunder, where the purpose of such arrangements is to restrain trade unlawfully.

"Agreements for the division of fields or territory or the use of other similar devices unlawfully to restrain trade are also forbidden.

"The defendants are given a period of two and one-half years in which to secure modification or changes of their contracts with foreign governments or corporations in order to meet the Government objection to them.

"The decree provides that the issue as to the foreign contracts shall be tried by the court if those contracts should remain unchanged at the end of that time.

"The defendants maintained they had not violated the anti-trust law and consented to the decree on condition that this should not constitute an admission by them or an adjudication that they had violated any law of the United States.

"The Government stood upon its assertion that the facts alleged in this petition were true, and that the defendants had violated the anti-trust law. In recommending that the court enter the decree, the representative of the Attorney General stated that, in their opinion, the decree embodied all the relief necessary to meet the objections made in the pleadings of the Government.

"The original petition of the Government in this case was filed in the Spring of 1930. Twice during the interim between the filing of the original petition and the entering of the decree today, extensive negotiations were had looking to the disposition of the suit without trial.

"The Government's pleadings named the following defendants

"Radio Corporation of America, General Electric Company, and its subsidiary, International General Electric Co.; Westinghouse Electric International Co., National Broadcasting Co., Inc.; RCA Communications, Inc.; RCA Photophone, Inc.; RCA Radiotron Co., Inc.; RCA Victor Co., Inc., the latter five companies being subsidiaries of the Radio Corporation of America.

"The American Telephone & Telegraph Co. and its subsidiary, Western Electric, Inc., and General Motors Corporation, and General Motors Radio Corporation, also being named defendants, were ordered dismissed from the suit, prior to the entry of this decree, on the request of Warren Olney, jr., special assistant to the Attorney General, who informed the court that, subsequent to the filing of the Government's amended petition on March 7 last, General Motors Radio Corporation had been dissolved and the agreements linking General Motors Corporation and General Motors Radio Corporation with the other defendants had been terminated, and that the agreement involving the American Telephone & Telegraph Co. and the Western Electric Co., Inc., had been modified so as to meet the objections to them complained of by the Government."

The following statement was issued by the Radio Corporation of America shortly after the signing of the consent decree:

"The broad, constructive purposes of the new arrangements and agreements through which the Radio Corporation emerges as a complete self-contained unit covering the entire field of radio development, were explained in a letter addressed today to the stockholders of the Radio Corporation of America by David Sarnoff, president. In separating from the General Electric and Westinghouse Electric & Manufacturing Companies, it was made clear that the Radio Corporation, through its established subsidiaries and with their present personnel, will continue to function as heretofore in trans-oceanic communication, in ship-to-shore communication, in the radio manufacturing industry, in broadcasting, and in the entertainment field.

"In addition it is stated that the Radio Corporation of America now receives patent rights and licenses for the manufacture and sale of radio devices useful in other than the generally recognized lines of radio business. Because of the great variety of purposes to which the vacuum tube is now being adapted, these additional rights will enable the Radio Corporation to extend its manufacturing business into new phases of the electronic art.

"Arrangements are made for the change of patent rights in the entire radio field from an exclusive to a non-exclusive basis.

"It was stated in Mr. Sarnoff's letter that an item of $17,938,733 currently owed by the Radio Corporation to the General Electric and Westinghouse Companies has been disposed of through purchase by the General Electric Company of the RCA Building, located at 51st Street and Lexington Avenue, in New York City, at its present book value of $4,745,000, through the issuance of 10-year debentures in the amount of $4,255,000, and as part of the readjustment the balance of $8,938,733 is discharged by the two electric companies in consideration of the new agreements.

"Simultaneously with the announcement of the new contracts and arrangements made by the Radio Corporation of America with electrical interests, which frees all parties from the burden of expensive and protracted litigation, announcement was also made of a successful termination of negotiations with

Rockefeller Center, Inc., by which commitments for broadcasting studios and office space undertaken when the project of Radio City was conceived, have now been reduced to the present requirements of the Radio Corporation of America and its subsidiaries. The modifications of the Radio City leases in the amount of space to be occupied and the rentals to be paid, are being adjusted through the issuance to Rockefeller Center of 100,000 shares of "A" preferred stock of the Radio Corporation."

"Your Corporation and the General Electric and Westinghouse Companies maintain", wrote Mr. Sarnoff to the stockholders, "and in the stipulation filed with the Court upon which the decree is entered they assert, that they have not violated the anti-trust laws of the United States in fact or intent, but state that they desire to avoid the economic waste and business disorganization necessarily involved in continuing this litigation. They state that they are willing that the consent decree be entered without conceding or admitting the truth of the matters alleged by the Government and without any findings of fact, on the understanding that such consent on their part and the entry of the decree shall not be considered an adjudication that they have violated any law of the United States. To these provisions the Department of Justice has assented and the decree has been entered by the Court.

"Understanding that the Department of Justice would welcome a constructive solution of the problem, that would strengthen and not destroy the Radio Corporation of America and the services being rendered by your Corporation to the public, a program of readjustment was developed, submitted to the Department of Justice and found acceptable to the Government. Agreements and arrangements have now been completed in accordance with this program and put into effect with the unanimous approval of those members of your Board of Directors who are not directors or officers of the General Electric or Westinghouse Companies. In the stipulation filed with the Court upon which the consent decree has been based, it is specifically stated with reference to the new agreements, that the Department of Justice has examined all of those agreements and finds no objection to them.

"The Radio Corporation under the new arrangements retains the rights which will enable it to continue to grant licenses to other manufacturers, not only under its own patents but also under the radio patents of the General Electric and Westinghouse Companies and the A. T. & T. Co. and to retain the royalties received under such licenses. The Radio Corporation continues to be the sole organization empowered to grant licenses to others under the radio patents of all the companies with which it was formerly associated, including until 1955 the patents of the A.T.&T. and the two electric companies. * * * All licenses heretofore granted by the Radio Corporation will remain in full force and effect."

The Radio Corporation is allowed to manufacture radio transmitters and transmitting tubes under the new license arrangements. RCA grants licenses to the electric companies for the manufacture of radio receiving sets and tubes.

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SCHUETTE ISSUES STATEMENT ON RCA SETTLEMENT

"The dissolution of the $7,000,000,000 Radio Trust is the greatest victory ever won in the Court of Public Opinion, just as it is the largest combination that has ever been dissolved by the Government of the United States," said Oswald F. Schuette who led the fight of the independent radio industry against the combination as organizer and executive secretary of the Radio Protective Association.

After reviewing the history of the case from 1922 to date, Mr. Schuette continues:

"Shortly after the filing of the suit, the Department of Justice retained the Hon. Warren Olney, Jr., former Associate Justice of the Supreme Court of California, to take charge of the prosecution, and the trust's negotiations have been carried on under his careful supervision. Throughout these negotiations, I have taken the position that a settlement of the suit which left the radio combination powerless further to injure its competitors would be for the best interests of the radio industry by removing the major cause of difficulties and litigation.

"The main effect of the present decree will be to make it possible for independent manufacturers to obtain radio patent licenses either as a group from the Radio Corporation or separately from the former constituents of the combination. In this way it is to be hoped that any attempt by the Radio Corporation to levy an exorbitant patent royalty can be counteracted by the competition of the American Telephone Company and the General Electric and Westinghouse Companies."

Mr. Schuette has just returned to Washington from St. Louis, where the convention of the NAB gave him plenary powers to settle the copyright difficulties of the broadcasting industry with the American Society of Composers, Authors and Publishers. He also represents independent aluminum interests in an effort to obtain relief from the so-called "Aluminum trust". The Department of Justice is now making an investigation of the latter charges.

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NATIONWIDE A.N.P.A. COMMITTEE TO FRAME RADIO POLICY

With the appointment this week of a nation-wide committee of newspaper publishers to cooperate with the American Newspaper Publishers Association's radio committee, a definite movement has been started to formulate a united newspaper policy in regard to radio competition.

This movement follows the action of the Associated Press in furnishing the Columbia Broadcasting System and the National Broadcasting Company with a full service on the national election, reports Editor and Publisher. The action raised a storm of protest.

The announcement of the A.N.P.A. radio committee's auxiliary group was made in a statement by E. H. Harris, Richmond (Ind.) Palladium and Item, and chairman of the A.N.P.A. radio committee. His statement follows:

"The A.N.P.A. radio committee has recently been issuing a series of bulletins containing all valuable news relating to broadcasting and believed to be of particular interest to newspaper publishers, its objectives being primarily informative.

"With a view to securing the views of all newspaper publishers, a nationwide committee has been appointed, with a chairman in each state, to cooperate with and assist the A.N.P.A. radio committee, and each chairman will report local conditions to the radio committee. All such information will be collated for the purpose of general dissemination to publishers and of determining the attitude and desires of the press as a whole with relation to the constantly changing methods of distribution of intelligence. Th[illegible]

" It is expected the problems confronting all publishers may be clarified, and when the views of all have been given full consideration, a study will be made of the ways and means of protecting the press against any elements of unfair competition and preserving the general welfare of its public."

A list of the state chairmen, with their newspaper connections, is given in Editor and Publisher.

Each state group will be composed of three newspapermen, one of whom owns a radio station and two who do not.

The following is from an editorial in the same issue, entitled "Radio in Politics":

"The fuse is burning close to the radio bomb. The long-awaited explosion may be just around the corner. At any rate, newspapermen seem to be aroused from their long Sleepy Hollow snooze, thanks to the extraordinary and humiliating events of the 1932 campaign, concluded by the act of the Associated Press in giving its election returns to the broadcasting chains which

compose an advertising medium rival to the press. Dazzled by commercialism, many newspapermen have not been thinking straight about radio for years. There has been a minimum of consideration of the free press issues involved. Too many of us have been talking about advertising profits, while neglecting our loyalty to the great instrument of public information intrusted to our care. * * *

"It is a relatively minor matter that the election night returns were given to the people by radio at the expense of the members of the A.P. If the directorate is satisfied with this gift of news to a rival advertising medium, or think the publicity A.P. and certain newspapers got over the air was fair compensation, we can only accept the situation. Our own opinion is that if privately-owned advertising-minded radio is determined to play at being a news medium, rather than a show, it ought to pay its own way. * * * Being practical men, the radio broadcasters realize their inherent physical handicap, the heavy responsibilities involved in news handling, and there is no sense in organizing an independent news-gathering and disseminating service, to cost millions per year, when existing news service can be had for nothing.* * *

"Our chief opposition, often expressed, to any attempt by radio broadcasters to operate a news service, has been that the limitations of the radio instrumentality are such that there could be no adequate or proper coverage of the news. One of the most menacing conditions in this country today is the apathy, superficiality and plain ignorance of the voting masses. It is difficult enough for newspapers to sugercoat and otherwise encourage serious reading of vital information, to form safe public opinion, but if any considerable number of people are to depend upon the bulletin services of radio, sandwiched in between jazz and advertising, and limited only to headline information, the problems which now confront our form of government would be increased in direct ratio to the number of people so affected. Radio cannot do the newspaper job. Shall it be permitted to trifle with it?

"The great issue the 1932 radio campaign exposes in nakedness likes in the field of politics. It is a challenge to our American system. If you will read the speech that Senator C.C. Dill, of Washington, made over the National Broadcasting network, on Nov. 7, being introduced by Mr. M. H. Aylesworth, you will sense the major radio question, especially if you are loyal to the free press and the democratic system of parties. Here one finds that the major parties bought, at advertising rates, $2,500,000 of air time during the campaign. The fellow with the longest pocketbook got the most space.

"When the President of the United States, or the now President-elect, stepped before the microphone to address the people, every word uttered represented dollars for a vested interest. And this vested interest was operating its system of communication over channels arbitrarily granted by federal public officials, though these invisible means are surely as

much the property of the people as are highways or waterways. Mr. Dill had the audacity to discuss, in most flattering terms, this function as part of the 'free press' system. What was free about it? The fact that there wasn't any censorship, in the sense that one party was not favored over the other, except that the one best financed got the most time, does not constitute freedom which can be compared with newspaper freedom. The only free thing we observed on the air was newspaper goods, handed out at the expense of newspaper publishers.

"By what right, in common sense or any fair view of the aspirations of a democratic order, should the heads of political parties be compelled to address the electorate at advertising rates, whether in newspapers or radio or any other medium? Who but the blind and stupid will fail to recognize vast opportunity for public abuses arising from a system wherein a corporation gains a vested right in our political system to an extent calling for $2,500,000 from the parties to cover a canvass of the electorate? And if the party bills are not paid what shall prevent the powerful radio lobby at Washington from reminding the debtors that they are in hock? No more ignoble situation has ever existed in this country, yet Mr. Dill brazenly compares it with 'free press' practice. Furthermore, his invidious comment concerning newspaper methods in political campaigning was both false and insulting and he is a gentleman to keep your eye on in future in reference to radio encroachments.

"We hope the newspaper committees that are forming under the auspices of the American Newspaper Publishers' Association will take a broad view of the radio problem. Advertising rivalry is the least of it. Radio, a beneficent invention, capable of fine public service, has been the plaything of profit-minded show promoters. Newspapermen ought to aid radio to find its place in the scheme. * * * Radio has a rightful place and no fair journalist denies it. But it has bitten off more than it can chew, it is a bull in a china shop, it does not respect the fine checks and balances of our political system, its commercial spirit and its power over public opinion have given it scandalous political patronage and made it the darling of a type of politician. There is no doubt that its house must be set in order. This will come through the process of public opinion, formed in newspapers. If it means government ownership and control, so be it!

"At least, we can hope we have heard the last Presidential address on the air at advertising rates. And we hope never again to hear on the air newspapermen reading words, such as an A.P. lead, which will be the very goods the public is asked to buy in printed form hours later. A little better thinking, a more loyal attitude toward the principle and fact of free press, a truer conception of press responsibility in the public opinion process are urgently required and no doubt will now flow from the present movement to establish an intelligent, nationwide newspaper defense."

OCTOBER SALES TAX EXCEEDS SEPTEMBER RETURN

Collections of the Bureau of Internal Revenue, as a result of the sales tax on radios and phonograph records, enriched the Treasury by $165,710 in September, 1932, and by $218,722 in October.

The manufacturers excise taxes on radio sets, phonograph records, etc. have yielded $493,727 since July 1, when they became effective. The taxes on radio, telephone and telegraph communications yielded $3,142,572 for the four months.

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JAPAN BUILDS POWERFUL WIRELESS

Before the end of the year it is hoped to have established a powerful international wireless system in Japan, transmitting telephone messages to the Orient, Europe and America.

At first the service will be confined to telephone communication to Manchuria, Shanghai, Hong Kong, Java, Formosa, Kwangtung, and shore-to-ship communications. It is reported that messages will be sent to the United States shortly after the inauguration of the system.

Control of the company will be in the joint hands of the Japanese government and a group of local business men, who are promoting the enterprise. It is reported that the last session of the Diet approved a subsidy for the undertaking.

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REPUBLICANS SPENT $400,000 FOR RADIO

The total bill for Republican campaign use of the radio was about $400,000, reports Joseph R. Nutt, treasurer of the Republican National Committee.

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COLUMBIA'S NEW ACCOUNTS AND RENEWALS

New, Standard Oil Co. of New Jersey, starting Nov. 29. Agency: McCann-Erickson, Inc. Program: "Five Star Theater" change of artists and show each week. Musical. Tues. and Thurs., 10:00-10:30 p.m., 10 basic stations, plus 16.

Renewal, General Mills, Inc. (Gold Medal flour). Agency: McCord Co., Minneapolis. "Gold Medal Fast Freight" - Tues. 9:30 9:45 p.m. 18 basic, plus 8. 1 brdcst. Nov. 29.

Renewal, Kolynos Sales Co.. Agency: Blackett-Sample-Hummert and Gardner. "Just Plain Bill", Mon. Thurs. Fri. 6:45-7:00 p.m., WABC only. Dec. 19.

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CBS STARTS NEW LOW WAVE TELEVISION STATION

The Columbia Broadcasting System has begun regular daily transmission of images from a new ultra low wave experimental station, according to an announcement by William A. Schudt, Jr., television program director of the company.

Licensed by the Federal Radio Commission under the call letters W2XAX, the new transmitter has been installed along side of W2XAB, sight and sound 107 meter station located in the CBS building at 485 Madison Avenue, New York City.

For the past few weeks W2XAX has been on the air with test programs. Effective as of November 15, the new station began television transmission on a frequency of 44 megacycles.

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RADIO OF LITTLE VALUE TO FIELD ARMY

Should the United States become involved in another war, it is extremely doubtful whether radio would play any significant part in the operations of the field Army. The lack of a sufficient number of channels to permit the simultaneous operation of more than a small fraction of the authorized number of sets without interference, combined with the apparent impracticability of furnishing the necessary number of radio operators who are properly qualified within a reasonable time in an emergency has lead Maj. Gen. Irving J. Carr, Chief Signal Officer of the Army, to declare that any satisfactory results from radio sets in a field army appear impossible.

The War Department Signal Corps office points out in its annual report that it has the following policy restricting the number of radio sets:

1. Except for aircraft, mechanized forces and other rapidly moving units which are unable to install wire communication, only such numbers of radio sets will be authorized as are essential to provide the minimum instantaneous communication necessary.

2. All other units will depend primarily on wire circuits for electrical communication. Radio will be considered available for emergency use only.

3. The paralleling of wire circuits by radio channels will be considered abnormal.

It is believed that the above limitation will prevent serious confusion and a possible failure of radio communication in a major mobilization.

The Army Radio Net handled 524,411 messages with a total of 25,884,165 words during the past year.

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Applications Granted

WABI, First Universalist Society of Bangor, Me., granted spec. auth. to operate from 3 to 5 p.m., Nov. 20; WJEJ, A.V. Tidmore, Hagerstown, Md., granted license covering erection of new station, 1210 kc., 100 w., daytime only; WMBG, Havens & Martin, Inc., Richmond, Va., granted license covering the installation of new auxiliary and increase in power of aux. from 10 to 100 w., 1210 kc.; WHBF, Beardsley Specialty Co., Rock Island, Ill., granted consent to vol. assignment of license to the Rock Island Brdcstg. Co.; also

KIDW, The Southwest Brdcstg. Co., Lamar, Colo., granted consent to vol. assignment of license to the Lamar Brdcstg. Co.; KGGF, Hugh J. Powell and Stanley Platz, d/b as Powell & Platz, Coffeyville, Kans., granted spec. auth. to operate from 8:15 to 9:15 p.m., CST, Nov. 23 and Dec. 28; and from 7:15 to 9:15 p.m., CST, Nov. 24, Dec. 22, 27 and 29, 1932. WNAD to remain silent; WRAM, Wilmington Radio Assn., Inc., Wilmington, N.C., granted auth. to remain silent for a period of two weeks, in order to overhaul equipment; WFAS, Westchester Brdcstg. Corp., White Plains, N.Y., granted auth. to operate Thurs. Nov. 24 from 12 noon to 1:30 p.m. and Sat. Nov. 19 from 2:30 to 3 p.m., in order to broadcast football game; and

WEEN, American Airways, Inc., Newark, N.J., granted temp. authority to communicate with Brown Chain aircraft. Brown Chain aircraft in vicinity of Newark authorized to communicate with Green Chain station WEEN. To be used during emergency only; WGEG, Radiomarine Corp. of America, New York, granted 60 day auth. to operateabroad vessel American Importer, as 1st and 3rd class, pending receipt of formal application.

Amateur Licenses

The Commission also granted 305 licenses for amateur stations, of which 13 were new, 272 renewals and 20 modifications.

Set For Hearing

WPHR, WLBG, Inc., Petersburg, Va., requests CP to move transmitter and studio to Richmond; install new eqpt., change freq. from 1200 to 1410 kc., increase power from 100 w. night, 250 w. daytime, to 250 w. night, 500 w. daytime; and change hours of operation from unltd. to unltd. simultaneous operation daytime with WHIS. (It is requested that WHIS be changed to a daytime station) facilities of WRBX.

New, W. E. Dobbins & Maurice C. Coleman, d/b as Coleman-Dobbins Co., Atlanta, Ga., requests CP 890 kc., 250 w. night, 500 w. day, unltd. time (facilities of WGST).

WMCA, Knickerbocker Brdcstg. Co., Inc., New York, requests spec. auth. to increase power from 500 w. to 500 w. with additional 500 w. experimentally.

WNBO, John Brownlee Spriggs, Silver Haven, Pa., requests mod. of CP to move station from Silver Haven to approximately 1½ miles southwest of Monongahela, Pa. and increase hours of operation from specified to unlimited.

Applications Denied And Dismissed

W8BQW, Frank John Harrison, Painesville, Ohio, renewal of amateur license, heretofore set for hearing, denied, because applicant failed to enter appearance within time allowed; WCAC, Conn. Agr. College, Storrs, Conn., CP, 600 kc., 250 w., 500 w. LS, was dismissed from hearing docket at request of applicant.

Action On Examiner's Report

Ex. Rep. No. 421 - WMIL - Arthur Faske, Brooklyn, N.Y., denied mod. of lic. and cP to change freq. from 1500 to 1300 kc.; increase power from 100 w. to 1 KW and change from sharing time with stations WWRL WNBX And WMBQ, to sharing with WEVD WBBR and WMAZ, sustaining Chief Examiner Ellis A. Yost.

Ex. Rep. No. 421 - WFAB - Defenders of Truth Society, Inc. and Fifth Avenue Brdcstg. Corp., New York City, granted renewal of license to operate on 1300 kc., 1 KW power, sharing with stations WEVD WBBR and WHAZ; also granted vol. assign. of license from Defenders of Truth Society, Inc., to Fifth Avenue Broadcasting Corp., sustaining Examiner Yost.

Miscellaneous

The Commission granted an extension of time to Dec. 24, in which to file exoeptions to Examiner's Report in 1020 kc. case.

Applications Received

Brooklyn Brdcstg. Corp., Brooklyn, N.Y., WBBC, license to cover CP issued April 22, 1932, make changes in auxiliary transmitter; WOR, Bamberger Brdcstg. Service, Inc., Newark, N.J. mod. of CP issued Nov. 17, 1931, to extend date of commencement and date of completion; WBAX, John H. Stenger, Jr., Wilkes-Barre, Pa., CP to change freq. and power from 1210 kcs., 100 w., spec. hrs. to 1230 kc., 250 w., unltd. hrs. (to use 4½ hrs. per day), new equipment; resubmitted and amended to request unlimited hours (12 or more hrs. per day) and additional information given re eqpt. as required; KMJ, James McClatchy Co., Fresno, Calif., mod of CP issued Aug. 22, 1932, to extend date of completion to Dec. 22, 1932; KDYL, Intermountain Brdcstg. Corp., Salt Lake City, Utah, mod. of license to change freq. from 1290 kcs. to 780 kcs., requests facilities of KTM, Los Angeles, Calif., and KELW, Burbank, Calif., resubmitted without change; and

HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING WASHINGTON, D. C.

ISSUED TWICE A WEEK AND CONTAINING THE LATEST INFORMATION REGARDING THE RULINGS OF THE FEDERAL RADIO COMMISSION, RADIO LEGISLATION, DEPARTMENT OF COMMERCE REGULATIONS, CHANGES IN WAVELENGTH, CALL LETTERS AND POWER, PATENTS, EXPORTS, FEDERAL TRADE COMMISSION RULINGS AND OTHER MATTERS OF INTEREST TO BROADCASTERS AND MANUFACTURERS. :: :: **CONFIDENTIAL—NOT FOR PUBLICATION.** :: ::

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G. W. JOHNSTONE

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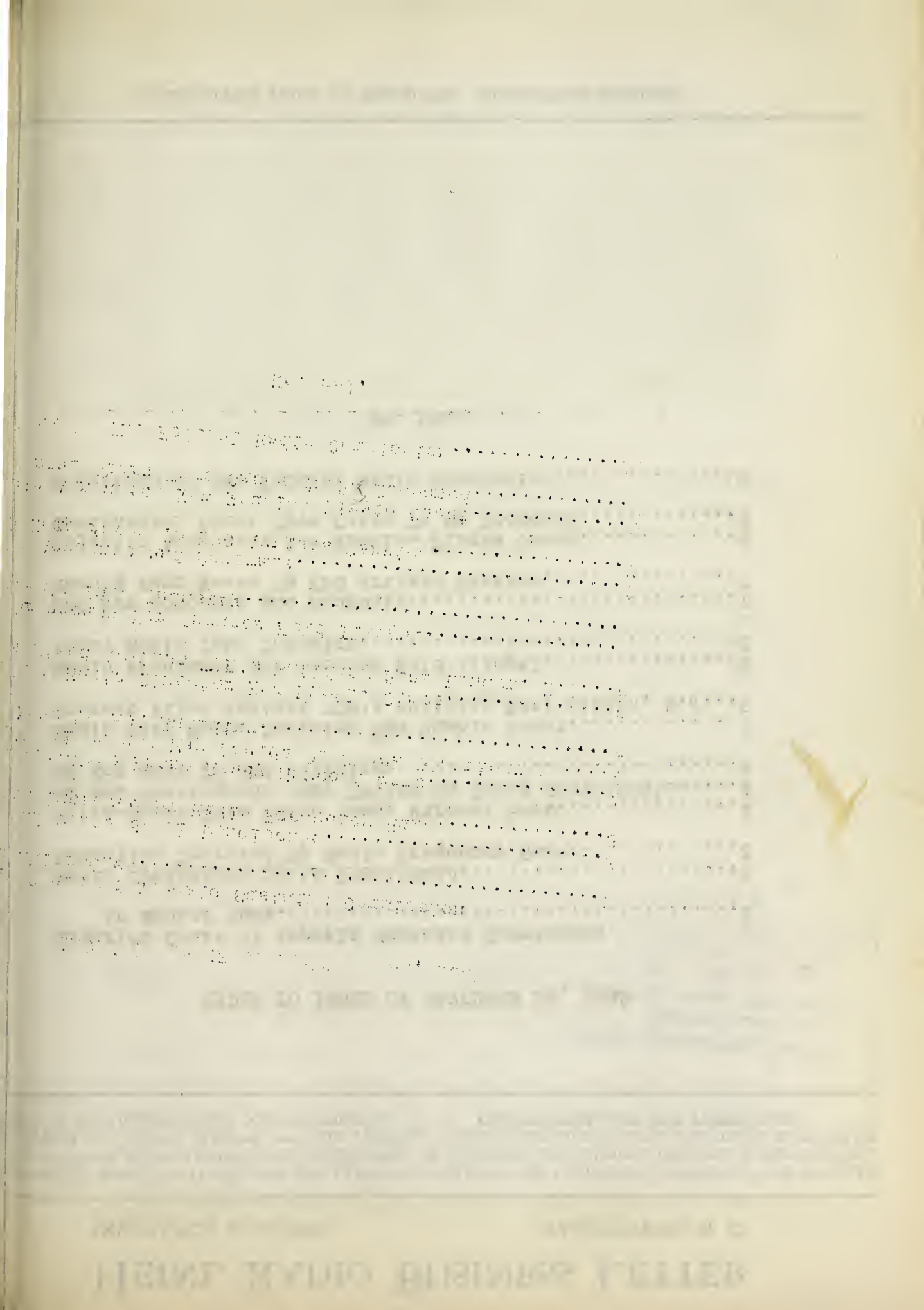
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No. 581.



DISTRICT COURT OF APPEALS SUSTAINS COMMISSION IN SHULER CASE

The Court of Appeals of the District of Columbia today (Monday) in a unanimous decision, affirmed the action of the Federal Radio Commission in cancelling the license of Station KGEF in Los Angeles, operated by the Rev. Bob Shuler.

This is one of the most important decisions handed down by the Courts as it is the first time that the question of free speech in the Radio Act has been squarely met and judicially determined. The decision takes up nearly six closely printed pages and covers thoroughly the question of the interstate commerce feature of radio, the question of taking property without compensation, the authority of the Federal Radio Commission over a Federal controlled agency, and the question of censorship. The decision refers to the various types of broadcasting done by Shuler and among other things says:

"If it be considered that one in possession of a permit to broadcast in interstate commerce may, without let or hindrance from any source, use these facilities reaching out, as they do, from one corner of the country to the other, to obstruct the administration of justice, offend the religious susceptibilities of thousands, inspire political distrust and civic discord, or offend youth and innocence by the free use of words suggestive of sexual immorality, and be answerable for slander only at the instance of the one offended, then this great science, instead of a boon, will become a scourge, and the Nation a theatre for the display of individual passions and the collision of personal interests. This is neither censorship nor previous restraint, nor is it a whittling away of the rights guaranteed by the first amendment, or an impairment of their free exercise. Appellant may continue to indulge his strictures upon the characters of men in public office. He may just as freely as ever criticize religious practices of which he does not approve. He may even indulge private malice or personal slander- subject, of course, to be required to answer for the abuse thereof- but he may not, as we think, demand, of right, the continued use of an instrumentality of commerce for such purposes, or any other, except in subordination to all reasonable rules and regulations Congress, acting through the commission, may prescribe."

It is reported that Shuler's counsel(Louis G. Caldwell and Arthur W. Scharfeld) will apply for certiorari to the Supreme Court of the United States. Attorney Thomas P. Littlepage on being questioned about this said he had not the slightest fear of the final outcome. He further said that this was one of the soundest and most complete decisions interpreting the law and sustaining the Federal Radio Commission that has yet been decided and would have a most salutary effect both as to the clarification of the law and in behalf of clean broadcasting.

In addition to Mr. Littlepage, attorneys who appeared in the case were Thad H. Brown, Duke M. Patrick and Fanney Neyman, for the Federal Radio Commission.

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RADIO CONFERENCE STILL DEADLOCKED

The International Radio Telegraph Conference at Madrid, Spain, continues deadlocked on an agreement as to the broadcast band, according to information made public at the Federal Radio Commission on November 26.

Europe is still seeking a medium frequency band for broadcasting and this affects marine interests. However, members of the conference hope to reach an agreement within two weeks and adjourn. The following additional information was given out:

Although hopeful of an agreement which will solve the international problems of broadcasting, so far nothing tangible or conclusively definite has come to the attention of the Federal Radio Commission. European countries have been attempting to settle questions of waves among themselves, and it is believed, that whatever agreement is reached, they will reserve for themselves the privilege of entering into subsequent regional agreements.

In the United States, the North American allocation is receiving considerable attention. This affects not only the United States, but Canada, Mexico and Cuba. This attitude of these countries seems to be for a widening of the broadcast band to bring about a solution on this side of the Atlantic.

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RECEPTION IMPROVED BY RADIO FREQUENCY RULE

A material improvement in radio reception has been noted since the regulation requring all stations to maintain the frequency within 50 cycles of the assignment went into effect, a few months ago. Heterodyne noises from stations on duplicated channels have been removed.

Nearly all of the 615 broadcast stations have installed approved monitors and most of them have made a check. The number of stations deviating from the requirement of the Commission is very small and these have been warned to conform.

Before the enactment of the 50-cycle rule, listeners residing within the area of eight or ten miles from a 250-watt station may have received objectionable heterodyne or squeals from other stations on that channel, but by the new frequency maintenance this heterodyne or squeal is entirely eliminated, permitting the station s to service that area and 12 to 15 miles away very satisfactorily, whereas the previous service was unsatisfactory or materially impaired.

These rules have been in effect since June 22, 1933, and heretofore the Commission has been lenient with deviators, due to the fact that it has considered a certain length of time was necessary for the operators to become familiar with the routine of operation, but this time is rapidly drawing to a close.

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ULTRA SHORT WAVE PHONE READY MARCONI SAYS

It is the opinion of Guglielmo Marconi that an ultra-short-wave telephone service between the different countries of the world is likely within the next few months.

The first ultra-short-wave wireless telephone, invented by Senator Marconi, now is operating experimentally between Vatican City and the papal Summer home at Castel Gandolfo. Senator Marconi has no doubt about the practical application of the system. The present apparatus is small, reasonably simple and cheap in comparison with long-wave commercial systems. The power consumption is only thirty watts, the equivalent of a small electric light.

According to the inventor, the cheapness of the ultra-short-wave method offers great possibilities. In Italy, for instance, it would mean that nearly every island along the coast could have inexpensive telephone communication with the mainland and the rest of the world.

There is no atmospheric interference on these ultra-short-waves. Senator Marconi regards the system as particularly well adapted for airplanes and for military purposes.

Senator Marconi is now in London where he will address a meeting of scientists. He is expected to reveal some of the secrets of his revolutionary method of transmission.

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G.E. AND WESTINGHOUSE MAY DECIDE ON STOCK DISTRIBUTION SOON

Early decisions are expected on the plans of the General Electric Co. and the Westinghouse Electric & Manufacturing Co. for distributing their holdings of Radio Corporation stock. The General Electric directors are scheduled to meet on Friday, Dec. 2 and the Westinghouse directors on Wednesday, Nov. 30. It is considered quite likely that final decisions might be made at these meetings.

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GENERAL ELECTRIC MAY MOVE TO RCA BUILDING

As a result of the transfer of the 50-story RCA Building, 51st Street and Lexington Ave., to the General Electric Co. the New York Times says it was reported Saturday on excellent authority that the name of the structure will be changed to General Electric Building, and that the General Electric company, now located at 120 Broadway, will eventually move uptown.

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RADIO CITY MUSIC DIRECTOR HAD HUMBLE START

Erno Rapee, 41 years old, just chosen general musical director of Radio City, began his career as a $25 a week pianist in a New York hotel. He received his musical education at the Budapest Conservatory. Though a pianist of marked ability, he decided that his right field lay in orchestral conducting and time has vindicated his choice.

It was only a year or two after his graduation that the famous Dr. Schuck, conductor of the Dresden Opera House, chose Mr. Rapee as his assistant. Feeling that America offered greater opportunity for the realization of his goal of orchestral conducting, he came to this country from Hungary in 1912. The second position he occupied in America was that of musical director of the Hungarian Opera Company.

He later became musical director of the Capitol Theatre, New York, under the management of S. L. (Roxy) Rothafel. He became successively managing director of the William Fox Theatre in Philadelphia and leader of the orchestra at the UFA Theater in Berlin.

Returning to this country in 1926, Mr. Rapee again became associated with Roxy as conductor at the Roxy Theatre, New York.

Mr. Rapee has composed "Charmaine", "Diane","Angela Mia","Little Mother", "Marion" and many other songs. He also has been responsible for the musical settings of such films as "What Price Glory?", "Street Angel", "If Winter Comes", "Over the Hill", "Passion", "Robin Hood", "A Connecticut Yankee" and "Monte Carlo".

Conductors at Radio City include Macklin Marrow, director of the Newport Symphony Orchestra; Charles Previn, of the St. Louis Municipal Opera, and Joseph Littau, of the Omaha Symphony Orchestra.

In charge of radio broadcasts from Radio City Music Hall studios will be Leo Russette, who served in this capacity at the old Roxy Theatre.

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PROTEST FILED AGAINST "OR's BUILDING NEAR LINDEN, N J.

The Southern Radio Corporation has filed a protest with the Federal Radio Commission against the granting of a modification of the construction permit issued to the Bamberger Broadcasting Corporation for the building of the new 50,000 watt station at Tremley, hear Linden,N.J.

The Southern Radio Corp., according to information available at the Commission, is owned by the Standard Oil Company of New Jersey, licensed for the operation of Stations WMU and WMV, at Tremley.

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RADIO BROADCAST FOR INSURER HELD ILLEGAL

A New York radio station may not broadcast advertising messages for a foreign insurance company not licensed to do business in the State when the purpose of the broadcast is to assist in the solicitation or procurement of insurance from residents of the State, according to a decision of the Court of General Sessions of New York County.

An action was instituted by Attorney General John J. Bennett, Jr., in behalf of the State Insurance Department, against the International Broadcasting Corp., for broadcasting advertisements for the Union Mutual Life Insurance Co., of Des Moines, Ia., which is not authorized to do business in New York. Violations of the penal law and section 50 of the insurance law were alleged.

The defense of the broadcaster that the State could not interfere with its operation because of the interstate nature of broadcasting was summarily dismissed by Judge Max S. Levine. He said he would not permit "a foreign insurance company to enter this State, unless properly qualified, by resorting to the devices of employing the radio as an agency in the transaction of its business in this State".

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ABOUT RADIO TUBE INDUSTRY

"Radio dealers say their outstanding impression of the radio tube business is 'lawsuits'", writes Dawson Spurrier in The National Whirligig, issued by the McClure Newspaper Syndicate.

"But recent rulings in eastern United States District Courts indicate that patent lawsuits will soon be settled and the air cleared. Then manufacturers will start releasing their new sales and advertising ammunition.

"Recent market analyses by leading radio equipment manufacturers show that dealers having the best service departments for testing and replacing tubes are the ones selling the most new radio sets. Just like the old days when the expert piano tuner was the best prospect getter for piano salesmen".

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When the Metro-Goldwyn-Mayer Trackless Train starts its tour of the world it will carry with it a Western Electric Reproducing System installation devised and completed by the engineers of Electrical Research Products.

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NBC NEW ACCOUNTS AND RENEWALS

Renewal, Manhattan Soap Co. (Sweetheart Soap), 441 Lexington Ave., NYC. Agency: Peck Advertising, 271 Madison Ave., NYC. Starts Dec. 14, for 13 weeks. Wednesdays 11:45 -12:00 noon, EST. Network: WJZ WBZ WBZA WBAL WHAM KDKA WGAR WJR. Program: "Sweetheart Program - Beauty talks Ruth Jordan - small orchestra - tenor."

New, Atwater Kent Mfg. Co. (Radios), 1200 Wissahickon Ave., Philadelphia. Agency: Batten, Barton, Durstine and Osborn, 383 Madison Ave., NYC. Starts Dec. 11, 1932, only. Sunday, 10:15-11:15 p.m., EST. Basic Red, NW, SE, SC, SW, Mt. Orange KFSD KTAR Program: Atwater Kent Final Auditions - final auditions in annual contest.

New, Smith Bros. (cough syrups), Poughkeepsie, N.Y., Agency: Homman Tarcher & Sheldon, 500 Fifth Ave., NYC. Starts Jan. 2, 1933 for 13 weeks. Mondays, 8:30-8:45 p.m., EST. WJZ - BAsic Blue network. Program: "Smith Brothers - Trade and Mark" - Nat Shilkret and 10 men, with Billy Hillpot and Scrappy Lambert.

New, Dupont Cellophane Co., Inc., 350 Fifth Ave., NYC. Agency: Batten, Barton, Durstine & Osborn, 383 Madison Ave. Starts Nov. 28 for 25 weeks. Time: Mondays and Thursdays, 10:45 - 11:00 a.m., EST. Network: WJZ WBAL WBZ WBZA wham KDKA WGAR WJR WLW WMAQ KWCR KWK WREN KOIL Program: "DuPont Cellophane Program with Emily Post" - talks by Emily Post accompanied by Edward Nell and the Harding Sisters.

New, KDKA only, Marinello Co. (Cosmetics), 72 Fifth Ave., NYC. Agency: Biow Co., 521 Fifth Ave. Starts Jan. 14, 1933 for 20 weeks. Once weekly (day left to decision of conductors of the Style and Shopping Service). Three minutes (approx.) between 9:15-9:30 a.m.

Renewal, Tastyeast, Inc., Trenton, N.J. Agency: Stack Goble Advertising Agency, 8 So. Michigan Ave., Chicago. Starts Mon, Nov. 28, for 13 weeks. Time: Mondays 7:15-7:30 p.m., EST. Network: WJZ WBZ WBZA WBAL WCKY KDKA. Program: "Tastyeast Jesters". Note: On November 28 only, this program will be heard from 8:30 to 8:45 p.m.

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HAROLD KEMP MOVES TO NBC ARTISTS SERVICE

Harold Kemp, for the last two years manager of the Warner Brothers Artists Bureau, has resigned that position to join the National Broadcasting Company's Artists Service. Kemp, a veteran in the amusement field, will be in charge of booking popular artists for radio, stage and screen. He will assume his new duties today (Monday, Nov. 28).

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MAJESTIC ANNOUNCES NEW MODEL -- PIRATE CHEST

The designing skill of Majestic is readily recognized in the Pirate Chest Radio recently announced by the Grigsby-Grunow Company. It is a departure from anything heretofore offered by that company in the low-priced field. The chest is sturdily constructed of white oak, sand blasted to give it a weathered appearance like that of an actual pirate chest. The antique trimmings, corners, sides and bands, are all in dull gold.

The chassis is compactly constructed. It is a four-tube T.R.F., using the newer type tubes, which include spray-shield tubes G-57 and 58 AS. The dynamic speaker is incorporated in the top, making it possible for the set to be played either opened or closed.

The Grigsby-Grunow Company believes it is well adapted to not only the purchaser of low-priced radio sets, who can afford to pay no more than $20.00, but also for that great market of Christmas buying. It will be advertised as an ideal second set for the home also.

The measurements are 10 3/4 inches long, 8 inches wide, 9 13/16 inches high. It is priced at $18.45, complete with tubes and Federal tax paid.

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CONTINENTAL SHORT WAVE CASES TO BE REOPENED

The Court of Appeals of the District of Columbia has authorized the Federal Radio Commission to reopen its short wave cases involving point-to-point continental frequencies.

The order was issued in answer to a supplemental petition of the Commission for the clarification or modification of the mandate of the court estopping the Commission from allocating definitely or permanently these continental frequencies.

The frequencies referred to embody those granted from point-to-point by the Commission to certain corporations some three years ago. A number of these frequencies were allocated to the Universal Broadcasting Co., which is no longer in business. After the company went out of existence the Commission sought to redistribute these frequencies but was prevented by a stay order. The Commission will now be allowed to reopen the cases involving applications and hearings.

The Commission, according to Commissioner Harold A. Lafount, should be allowed to act in this matter in the light of present conditions. He explained that so many changes have taken place in recent years in the development of radio that reconsideration of the matter is imperative.

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The order follows in full text:

"Intercity Radio Telegraph Co., Wireless Telegraph & Communication Co., RCA Communications Co., Inc., Mackay Radio & Telegraph Co., v. Federal Radio Commission, Nos. 4987, 4988, 4990, and 4991.

"Order granting the Supplemental Petition of the Federal Radio Commission for the Clarification or Modification of the Mandate heretofore issued to the Commission in these cases:

"It appears that the order of this court entered of record herein on Jan. 6, 1931, provided in part as follows, to wit. 'that the force and effect of the present appeals, together with the stay orders aforesaid, shall be so modified and construed as to permit the Commission to take such steps as it deems proper and necessary with respect to the Universal Company and the Inter-City Radio Telegraph Company, and in case of the revocation of the station licensea and building permit heretofore allotted to the former company that the same may be allotted to the appellants or any of them in such manner as the Commission may find will best promote the public interest, convenience or necessity, and that the Commission's proceedings in that behalf, be reported to this court and made a part of the record herein'.

"It appears that the station licenses and building permits heretofore allotted to the Universal Company have since been duly revoked, but that no other allotment thereof has been made by the Commission since the date of such revocation. The Commission, however, has filed herein an application entitled a 'Supplemental Petition of the Federal Radio Commission for Clarification or Modification of Mandate', setting out various changes in the conditions affecting such allotment which it alleges have taken place since the date of the aforesaid order, and praying that these be considered in respect to any allotment to be made pursuant thereto.

"The prayer of the petition reads as follows: 'That said order and mandate of Jan. 6, 1931, be so clarified or amended as to authorize the Commission to conduct further hearings upon applications of said appellants involved in causes numbered 4990 and 4991, limiting the parties to said hearing to the parties now before the court in the above entitled causes and the issues to be tried to the facts herein alleged, and such other matters supplementary to the records now before this honorable court as may be pertinent to the issue of whether or not the statutory standard of public interest, convenience and necessity would be served by the granting of all or any part of said applications in view of conditions as they are shown to exist at the date of said hearing, and to report back to this honorable court its determination and decision in that behalf together with the record upon which the same is based.'"

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted

KTW, First Presbyterian Church of Seattle, Seattle, Wash., granted three months renewal of license, 1220 kc., 1 kw. hours of operation - Sundays and holidays: Sundays, 11 a.m. to 1 p.m.; 3 to 4:30 p.m.; 7 to 9:30 p.m.; KTFI, Radio Broadcasting Corp., Twin Falls, Idaho, authorized to file appearance with the Commission not later than Nov. 26, 1932; copy of appearance must also be in hands of KGKX on said date; WMBH, W. M. Robertson, Joplin, Mo., granted special authorization to operate from 10 to 11 a.m., CST, Nov. 24; and

New, James C. McNary, College Park, Md., granted CP for general exp. station, 3,492.5, 4,797.5, 6425, 8655 kc., 10 w.; New, Commonwealth of Massachusetts, Dept. of Public Safety, portable, granted CP for police service, 1574 kc., 10 w.; New, George W. Young, portable, Minneapolis, Minn., granted CP for temporary broadcast pickup service, 1518 kc., 10 w.; WIEW, National Broadcasting Co., Inc., portable and mobile, granted modification of temporary broadcast pickup license to include A1 emission; WPE, RCA Communications, Inc., Rocky Point, N.Y.; granted renewal to June 1 of fixed public pt-to-pt. telegraph license, 15,760 kc.; also

WPK, Press Wireless, Inc., Hicksville, N.Y., granted renewal to June 1 of fixed public pt.-to-pt. telegraph license, 13,480 kc., 1500 w., points of communication, London, Havana, Mexico City; WIEK, WIEL, Atlantic Broadcasting Corp., New York, authorized to use special broadcast pickup service stations, Nov. 22, 1542 and 2478 kc., 50 w.; KDRE, Mackay Radio & Telegraph Co., San Francisco, granted 60-day authority to operate aboard vessel "K. R. Kingsbury", pending receipt of formal application; frequency 375 to 500 kc., 500 w.; Howard Hughes, granted airplane license, frequency 3105 kc.,15 w.; New, Western Wireless, Ltd., agent for The Texas Co., granted special permission to operate transmitter aboard aircraft X-12265; 3,105 kc., 10 w., for period of 30 days; and

WLD, Pere Marquette Radio Corp., Ludington, Mich., granted renewal of fixed public pt.-to-pt. telegraph license, 169 kc., 200 w.; WLC, Central Radiotelegraph Co., Rogers City, Mich., granted renewal of fixed public pt.-to-pt. telegraph license, 177 kc., 1 kw., to communicate with Michigan Wireless Telegraph Co., at Wyandotte and Alpena, Mich., in addition to Buffalo, Cleveland, Chicago and Duluth, previously authorized; KRZ, Globe Wireless, Ltd., Cypress, Calif.; KGZ, Mussel Rock, Calif., granted renewal of fixed public pt.-to-pt. telegraph license for six months to June 1, 22,700 kc., 1.5 kw.; Hamman Exploration Co., portable, Texas and Louisiana, granted geophysical CP; frequency 1,628 kc., 2.5 w.; time of operation every weekday from 6:30 to 8 p.m. at times;usually to 6 p.m. ; KGUR, Aeronautical Radio, Inc., Burbank, Calif., granted mod. of aviation aero pt.-to-pt. CP, extending commencement date to Nov. 11 and completion date to Feb. 11; granted mod. of aviation aero CP extending commencement date to Nov. 11, 1932, and comp. date to Feb. 11, 1932.

W10XR, Kohler Aviation Corp., portable, Grand Rapids, Mich., granted gen. exp. license, frequencies 51,400 and 60,000 kc., 250 w.; WEEW, American Radio News Corp., Carlstadt, N.J., and WEEX, Tinley Park, Ill., granted mod. of license to change hours of operation on frequencies 7,625 and 7,640 from day only to unlimited; WGQ, Globe Wireless, Ltd., Garden City, L.I., and KDZ, Kaena Point, T.H., granted to June 1 renewal of fixed public point-to-point telegraph license; frequency 22,700 kc., 1,500 w.; W8XAR, Westinghouse Elec. & Mfg. Co., Saxonburg, Pa., granted ren. of spec. exp. license, 980 kc., 50 to 400kw., hours of operation 1 to 6 a.m. daily

Applications Dismissed

The following applications, heretofore set for hearing, were dismissed at request of applicants:

Greenville News-Piedmont Co., Greenville, S.C., CP, 590 kc., 250 w., 500 w. LS, unlimited time; Wilson E. Hall, Anderson, S.C., CP, 1200 kc., 100 w., unltd. time.

Set For Hearing

WMT, Waterloo Brdcstg. Co., Waterloo, Ia., renewal of license set for hearing because facilities have been applied for; New, The Gateway Brdcstg. Co., Roanoke, Va., requests CP for new station, 1410 kc., 250 w., shares with WHIS (facilities of WRBX); WTFI, Liberty Brdcstg. Co., Athens, Ga., requests CP to move transmitter and studio from Athens, Ga., to Greenville, S.C., change frequency from 1450 to 1360 kc., and make changes in eqpt.; WCSC, The South Carolina Brdcstg. Co., Inc., Charleston, S.C., requests mod. of lic. to change freq. from 1360 to 1450 kc.; New, All Southern Radio Corp., Jacksonville, Fla., requests CP for new station, 1120 kc., 500 w. night, 1 KW LS, unltd. time (facilities of WRUF); New, Otis Hill, Hilo, T.H., requests CP for new station, 1150 kc., 50 w., unltd time; WRNY, Aviation Radio Station, Inc., NYC, requests mod. of lic. to increase hours of operation from sharing with WQAO-WPAP and WHN to sharing with WHN only (all facilities of WQAO-WPAP). Station now operates on 1010 kc., 250 w.

Action On Examiners' Reports

Minnesota Brdcstg. Corp., Minneapolis, Minn., granted ren. of license, 1250 kc., 1 kw. power, to operate during all hours not allocated for use of stations WCAL, KFMX and WLB-WGMS; denied mod. of license to operate unlimited time, sustaining Examiner Ralph L. Walker.

St. Olaf College, Northfield, Minn., granted renewal of license to operate on 1250 kc., 1 kw., share with WRHM, KFMX and WLB-WGMS during the following hours: Sunday, 8:15-9:30 a.m., 3 to 4 p.m.; Monday, 8 to 10 p.m., daily (except Sunday); 9:45 to 10:15 a.m. Denied mod. of license to change time to share with KFMX and WLB-WGMS only, sustaining Examiner Walker.

Carleton College, Northfield, Minn., granted ren. of lic. to operate on 1250 kc., 1 kw. power during the following hours: Sunday, 7 to 8 p.m.; Wednesday and Friday, 8 to 9 p.m.; daily except Sunday, 10:15 to 10:35 a.m. Denied mod. of license to change hours of operation to share with WCAL and WLB-WGHS only, sustaining Examiner Walker.

University of Minnesota, Minneapolis, Minn., granted ren. of lic. to operate on 1250 kc., 1 kw. power during the following hours: Monday, 12:30-1:00 p.m., 7 to 8 p.m.; Tuesday, 8 to 9 p.m.; Wednesday, 10:35 to 11:30 a.m.; 12:30-1:00 p.m.; Thursday, 8 to 9 p.m.; Friday, 12:30 to 1 p.m.; 4 to 5 p.m.; Saturday, 2 to 5 p.m., during October and November only, 8 to 9 p.m. during January, February and March only. Denied mod. of lic., change hours of operation to share with WCAL and KFMX only, sustaining Examiner Walker.

Miscellaneous

W8XR, City of Cleveland, Dept. of Airport, CP for new exp. station; this application was granted, and inasmuch as 30 days have elapsed since required completion of construction under the permit, and no application for an ext. of time nor appl. for lic. has been filed, the appl. was retired to the files; WNBH, New Bedford Brdcstg. Co., New Bedford, Mass. denied request that Commission reconsider the request to operate from 1 to 6 a.m., spec. date, for DX program; WFBC, Virgil V. Evans, Knoxville, Tenn., action taken April 15, 1932, granting appl. to move station from Knoxville to Greenville, S.C. made final; KWKH, Hello World Brdcstg. Corp., Shreveport, La., granted motion for continuance of hearing involving appl. for renewal of lic. set for Nov. 28, because of appl. of WWL for the facilities of KWKH. The new date for the hearing has not been set.

All trans-oceanic point-to-point licenses were renewed for six months, instead of one year, to provide a period in which the Commission might study this type of communication looking toward development of policies in the communication field.

Broadcasting Applications

WNBW, Inc., Carbondale, Pa., mod. of CP issued Aug. 18, 1932, change loc. transm. and studio to Scranton, Pa., new transmitter, ext. dates for commencement and completion; WSMB, Inc., New Orleans, La., determine operating power by direct antenna measurement; WHET, as Troy Brdcstg. Co., Troy, Ala., mod. of lic. to change hours of operation from daytime to daytime and 7 to 8 p.m. on Sundays; KFBK, James McClatchy Co., Sacremento, Calif., CP to install new transmitter, change frequency and power from 1310 kc., 100 w. to 1430 kcs., 1 kw., requests facilities KTM, Los Angeles, and KELW, Burbank, Calif.

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HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING WASHINGTON, D. C.

ISSUED TWICE A WEEK AND CONTAINING THE LATEST INFORMATION REGARDING THE RULINGS OF THE FEDERAL RADIO COMMISSION, RADIO LEGISLATION, DEPARTMENT OF COMMERCE REGULATIONS, CHANGES IN WAVELENGTH, CALL LETTERS AND POWER, PATENTS, EXPORTS, FEDERAL TRADE COMMISSION RULINGS AND OTHER MATTERS OF INTEREST TO BROADCASTERS AND MANUFACTURERS. :: :: CONFIDENTIAL—NOT FOR PUBLICATION. :: ::

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No. 582

ROOSEVELT MAY APPOINT NEW COMMISSIONERS

Chances for the appointment of a Republican to succeed Gen. Charles McK. Saltzman, chairman of the Federal Radio Commission, whose place has been vacant several months, went glimmering with the assertion of Senator Joseph T. Robinson, Democratic leader of the Senate, that, with a few major exceptions, such as the Secretary of Commerce, Roy D. Chapin, no appointments by President Hoover would be confirmed at the short session of the Senate.

The Commissionership will likely be left for Governor Roosevelt to fill after his inauguration as President. If President Hoover should reappoint Commissioner Eugene O. Sykes, a Democrat, from Mississippi, whose term expires in February, he will no doubt be confirmed. That is, if there were no pressure exerted in behalf of Representative Ewin L. Davis, of Tennessee, present chairman of the House radio committee, who was beaten for renomination in the primaries.

One story has it that Judge Sykes aspires to a Federal judgeship. If that is true and President Roosevelt should make such an appointment, the way would then be left open for Representative Davis.

A theory, pretty generally accepted, is that President Hoover did not appoint a successor to General Saltzman because he desired to reduce the Federal Radio Commission from five to three members as an economy measure. If that is true, he would appoint no successor when Judge Sykes time is out. It would then be up to President Roosevelt to decide whether it shall be a five-man or a three-man Commission.

The three members left would be Harold A. Lafount and Thad Brown, Republicans, and William Starbuck, a Democrat, should President Roosevelt decide the Commissionerships should be eliminated. The Democrats would be in the minority for two years, until the term of Commissioner Lafount expires, at which time President Roosevelt would be almost certain to appoint a Democrat to succeed him.

The two Republicans on the Commission are sitting pretty Lafount's term does not expire until 1935 and Thad Brown is in until 1938. They cannot be removed before that time for political reasons. Starbuck's term runs out in 1934.

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ANOTHER SONG FAKIR STOPPED

Another publisher of so-called "song-sheets" has promised the Federal Trade Commission to discontinue use of the words "Broadway and Hollywood Popular Songs" and "Songs of Radio, Stage and Screen" to designate song sheets consisting of comic verses, parodies on popular song hits, and other similar compositions.

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BROADCASTERS STILL LOOKING FOR A "CZAR"

The National Association of Broadcasters is still entertaining the idea of establishing a radio "czar", a super-man who could accomplish things for the association which it cannot do for itself. According to reports, the broadcasters are endeavoring to raise a fund of $150,000 for this purpose. The name of Newton D. Baker continues to be mentioned and lately that of Owen D. Young has been heard.

If the idea persists, it has been suggested that the name of Herbert Hoover may be added to the list of eligibles after March 4. When an industry is looking for a "czar", no names are too big to conjure with. President Hoover has a perspective of the radio industry which few men, excepting those on the inside of course, possess. He practically administered the radio law when he was Secretary of Commerce and has kept in touch with all phases of the industry's development since that time.

With three directing heads-- "Hollywood" McCosker, of Newark, the new president, who promises to be very active; Oswald F. Schuette, who has been given a free hand in dealing with the matter of fees for broadcasting copyrighted music; and Philip G. Loucks, executive secretary, the National Association of Broadcasters -- seems very well organized.

The main reasons for appointing a "czar" are that there should be someone to speak for radio in the efforts of the industry to combat the recurrent threats of Government ownership and operation; to find the solution of the radio-newspaper competition problem; to deal with the educators who are demanding a percentage of the wave lengths for educational purposes; to represent broadcasting in the international field; and to answer the critics of broadcasting, accepting for the industry the good in the suggestions made and explaining as fully as possible why some criticisms are unfair. In other words, the "czar" would be expected to pick up all the loose ends which are greatly worrying the broadcasters now and weave them into a harmonious pattern.

Mr. McCosker was empowered at the St. Louis Convention to appoint a special committee, which will report to a representative board of directors, to choose the "czar". Should the arbiter be chosen from men within the radio industry, it is quite likely that among those most seriously considered would be Henry A. Bellows, former Federal Radio Commissioner, now a vice president of the Columbia Broadcasting System in charge of WCCO, and William S. Hedges, a former president of the National Association of Broadcasters, now associated with the National Broadcasting Company.

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HAS RADIO SOLD GOODS IN 1932?

The above is the title of an elaborate survey in book form (all wrapped in cellophane) presented by the Columbia Broadcasting System. The answer to the question, "Has Radio Sold Goods in 1932?" is an emphatic "Yes!"

This is based on an inquiry (his second) conducted by Robert F. Elder, of the Massachusetts Institute of Technology. A 35% increase for all radio-advertised products in radio homes, compared with non-radio homes, is reported. The percentage of increase in use of radio advertised brands in radio homes for a few of the commodities advertised is: Cigarettes, 19.7%; Toilet soaps, 8.3%; Toothpaste, 45%; Flours, 14.8%, Shaving creams, 78.4%; Collars, 64%; and Cigars, 56.9%.

The decrease in use of non-radio advertised brands in radio homes (compared with non-radio homes) is: Cigarettes, 40.6% loss; Toothpastes, 16.5%; Toilet soaps, 12.9%; Scouring powders, 16.1%; Flours, 34.7%; Shortening, 21.5%; Shaving creams, 10.6%; Collars, 16.7%; Cigars, 22.0%. loss.

The "Table of Contents" of "Has Radio Sold Goods in 1932?" follows:

Method and Procedure- Pages 6-14; Results: General Summary- 16-17; Results: by Categories- 18-20; Results: by Individual Brands - 21-36; Results (by Listening Time)- 37-39; Comparisons with 1931 Study- 40; Conclusions - 41; Working Formula- 42-43; Addenda - Page 44.

In addition, there is a booklet "A Second Measurement of Radio Advertising Effectiveness", the original report made by Professor Elder to the Columbia Broadcasting System.

His conclusions, in his own words, are: 1. Radio-advertised brands are used to a greater extent in homes with radio sets than in other homes; 2. The greatest gains in use of radio-advertised brands occur in the homes using their sets for longer periods of time; 3. Brands not advertised by radio are used to a smaller extent in homes with radio sets than in other homes; 4. Radio advertising has a definite, measurable value in influencing people to buy merchandise.

Columbia adds: "The more they listen- the more they buy! Preference for radio advertised brands increases still further as listening time increases in radio homes. Radio advertising is both attack and defense! All non-radio-advertised brands, left undefended on the air, show sizable corresponding losses in radio homes. The radio market (17,000,000 homes, over 50% of U.S. total) pays rich rewards, in consumer purchases, direct to the sponsors of its programs.

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BILL SWEETS BACK WITH NBC IN NEW YORK

William "Bill" Sweets, a pioneer radio producer, is back with the NBC production department in New York. Bill got his start writing a radio column in Washington, D.C. and later became connected with WRC, here. He went from WRC to the NBC in New York.

Later Sweets was in charge of the radio department of a NewYork advertising agency producing such important programs as the "Collier's Hour".

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OWEN D. YOUNG GIVEN NEW YORK STATE BAR LICENSE

Owen D. Young, chairman of the executive committee of the Radio Corporation of America and once mentioned as a Democratic Presidential possibility, was admitted to the State bar before the Supreme Court Appellate Division, Fourth Department, Rochester, N.Y., last Tuesday.

The New York Times reports: "The financier, who made a special trip to Rochester for the ceremony because 'previous visits and Appellate Division sittings never coincided', was regarded in some circles as a likely candidate for legal counsel for the Radio Corporation, although he himself made no announcement on that score. He was formerly a lawyer in Massachusetts and holds honorary law degrees from several colleges and universities, but until now had never joined the New York legal fraternity, despite the fact that most of his interests centre in this State."

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"GOLDBERG" YOUNGSTERS BEING REPLACED

The sponsors of the "Rise of the Goldbergs" are holding auditions for two youngsters to take the place of Alfred Corn and Roslyn Silber, who play the juvenile roles in the sketches. Their contracts were cancelled after their parents objected to a second broadcast for the West Coast network without extra remuneration, according to a representative of the NBC.

Repeat pick-ups of each episode were inaugurated about two weeks ago. The children's parents asserted that there was nothing in their contracts calling for more than one broadcast a night and they put in a bid for extra pay.

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RMA NOTES

The new RMA seals, being developed to promote receiving set sales of RMA members, soon will be ready for distribution to set manufacturers of the Association. Within a fortnight and in time for the holiday trade, it is expected that the RMA seals will be in wide use by set manufacturers.

The RMA seals can be used only on receiving sets approved and certified by the new RMA Engineering Institute and copyrighted to protect their use by RMA members only.

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The RMA Board of Directors will meet Wednesday, December 14th, at the Commodore Hotel, New York.

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Measures to avoid burdening the radio industry and also the public with minor new tubes were considered at a joint meeting of the RMA Set and Tube Division Executive Committees at New York on November 22nd. Under consideration is a plan for periodic meetings of leading set manufacturing executives and their engineers with representatives of tube companies, to consider new tubes in prospect and to agree as far as practicable on the number, type, and date of release of new tubes.

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Engineering, sales promotion, patent licensing and many other interests of amplifier and sound equipment manufacturers were considered at a meeting in Chicago on November 25 of the entire membership of the RMA Amplifier and Sound Division. Chairman Richard A. O'Connor of Fort Wayne, presided, and, in addition to Chairman Muter of the RMA Parts, Cabinet and Accessories Division, the following members of the division were present: A. C. Kleckner, J. B. Hawley, E. N. Rauland, John Erwood, J. McWilliams Stone, Peter L. Jensen, Henry C. Forster, A. B. Christensen, C. W. Schafer, W. P. Brush and Fred B. Stevens.

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Paul B. Klugh, of Chicago, returned November 8 from Europe where he did effective work for the radio industry in several quarters. Substantial results in developing administration of the new French radio import quota law were reported by Mr. Klugh who assisted in promulgating an equitable administrative policy in connection with the French quota. The quotas of American radio products which now may be imported into France have been considerably increased.

While Mr. Klugh was at Madrid, the American delegation, headed by Vice Chairman Sykes of the Federal Radio Commission, endorsed a plan, presented by Canada, Cuba and Mexico, to widen the broadcast band by providing seven additional broadcast channel below 540 kilocycles. Undersecretary of State Castle held a

conference of broadcast, marine and other radio interests in Washington, with Bond Geddes representing the RMA and supported the Federal Radio Commission, the National Association of Broadcasters, and other broadcast interests in the effort to widen the broadcast spectrum. Further disagreement followed at Madrid and the present outlook is for a North American conference of broadcasting interests to provide wave length facilities for Mexico, Cuba and Canada which may result in important changes in American channel allocations.

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Problems of developing automobile receiving sets in cooperation with the automobile industry will be considered at another meeting at Detroit, December 2, of the RMA Automotive Engineering Committee. The meeting will be confined to engineers, with Virgil M. Graham, of Rochester, chairman, presiding.

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A questionnaire to RMA members regarding the effect of the discriminatory special tax on radio is being prepared by the Association, under Chairman Klugh of its Legislative Committee. Data on sales resistance which has developed, the expense to manufacturers of tax collections and other effects regarding the actual burdens of the sales tax operations will be secured for presentation to Congress in connection with the widely discussed agitation for revision or repeal of the present discriminatory excise taxes.

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Billboard advertising of radio by public utility companies, in conjunction with their extensive display advertisement of electric refrigerators, irons and similar devices to promote use of electrical current, have just appeared in several sections of the country, according to reports to the RMA. The billboard advertising of the power companies followed recent efforts by the RMA to stimulate such display advertising by the public utilities of radio. The National Electric Light Association has advised the RMA that use of radio in the home is responsible roughly for nearly one-third of the sales of electrical current.

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CHURCH OPERATION OF BROADCASTING STATION DISCUSSED

That the little 250-watt "Pillar of Fire" religious station, WAWZ, at Zarephate, N.J. had reaped a fortune for its operators was charged by Judge Ira E. Robinson, former Commissioner, before the Federal Radio Commission.

"The legal title of the 'Pillar of Fire" station is in a family by the name of White", Judge Robinson continued, "and the broadcasting is of a promotional character in their interests. The Radio Commission has no right to allocate valuable facilities which belong to all the people to any group for use as a mouthpiece. No religious organization should be allowed to operate a station or to earn a large amount of money".

Judge Robinson declared the operators of the station have accumulated $750,000. He represented Station WORC-WEPC? Worcester, Mass., which desires to enlarge its broadcasting activities by deleting the "Pillar of Fire" and three other stations sharing the same frequency.

Paul D. P. Spearman, representing the"Pillar of Fire" and the other three stations - WCDA, WMSG and WBNX - submitted his case to the Commission without argument.

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EFFECT OF PROHIBITION REPEAL ON RADIO PROGRAMS

The following is George Rothwell Brown's idea of the radio program listings after April 1, 1933, as dreamed by optimistic wets:

HOW! 315.6% 950 pints

8:00 - Holland Gin Hour
9:00 - Ramos Fizz New Orleans Orchestra
9:30 - Jake Ruppert Melody Boys
Down Where the Wurtzburger Flows
Bud Budweiser's a Friend of Mine
Maine Stein Song
10:00 - Old Bourbon Revivalists
11:00 - Sam Weller's Pickwick Hour
11:30 - The Clink of the Ice
12:00 - Pabst's Milwaukee Minstrels

BUZ! 475.9% 630 quarts

8:00 - Champagne Chansons
8:30 - Music from Munich
9:00 - John Barleycorn Harmony Hour
10:00 - Cruiskeen Lawn
11:00 - Bass' Ale - Brown October Melodies
12:00 - Ben Jenson and His Merrymakers
1:00 - Gibson XXX
Memories of Mullany's
Coming Through the Shoemaker Rye.

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NBC NEW ACCOUNTS AND RENEWALS

New, WTAM only, Continental Baking Co. (Wonder Bread), 285 Madison Avenue, New York City. Agency: Batten, Barton, Durstine & Osborne, 383 Madison Ave, NYC. Starts Nov. 22, 1932 through Dec. 17, 1932. Daytime announcements. Two announcements daily. One independent announcement between 8:00 and 9:30 a.m. of approximately 100 words. Participation Household Chats Cooperative period between 11:30-11:45 a.m. of approximately 100 words.

Renewal, The Wheatena Corp., Rahway, N.J., McKee Albright, 1528 Walnut St., Philadelphia, Pa. Time: Sun. Mon. Tues. Wed. Thurs., 7:15-7:30 p.m., EST. Starts Jan. 1, 1933 for 16 weeks. Network: WEAF WEEI WJAR WLIT WFI WRC WGY WTAM WWJ WMAQ WOC Program: "Wheatenaville" - dramatic sketch by Ray Knight. Program also renewed for Orange network - Mon. Tues. Wed. Fri. and Sat. 5;45-6:00 p.m. PST.

New, Standard Oil Co. of New Jersey (Esso Gasoline and Motor Oil), 26 Broadway, New York City. McCann-Erickson Co., 285 Madison Ave., NYC. Starts Nov. 28 for 13 weeks. Time: Mon. Wed. Fri. 7:30-8:00 p.m., EST. Network: WJZ WBZ WBZA WBAL WHAM KDKA WRVA WPTF WWNC WIS WSM WMC KTBS KTHS WSMB Program: Mon. Marx Bros. - Groucho and Chico and Orchestra. Tues. dramatization of short stories with authors appearing in person. Fri. Charlie Chan, Chinese detective.

Renewal, Standard Brands, Inc. (Fleischmann's yeast), 595 Madison Ave., NYC. Agency: J. Walter Thompson Co., 420 Lexington Ave., NYC. Jan. 1, 1933 for 26 programs. Oct. 8, 1933 for 13 programs. Time: Sundays 7:30 to 8 p.m., EST. Network: Basic blue, NW, SE, exc. WIS; SC, SW exc. KTBS; KOA KDYL KFSD KTAR Orange Program: "Great Moments in History" - dramatization of historical events.

Change, Stanco, Inc., WJZ. Program: "Johnny Hart in Hollywood". Daily exc. Sat. and Sun. 7:45 - 8:00 p.m., EST. Hereafter this program will be changed to daily exc. Sat. and Sun. 6:15-6:30 p.m., EST. Network: Basic blue.

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COLUMBIA RENEWAL OF CONTRACT

Renewal, The Spool Cotton Co. Agency: The Paul Cornell Co. Program: "Threads of Happiness", musical, came as before. Date: Dec. 13. Time: Tues. 9:15-9:30 p.m. Stations: Basic 22, Don Lee, South Atlantic, plus 19 supplementary stations in the South and West.

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Applications Granted

WHBF, Rock Island Brdcstg. Co., Rock Island, Ill., granted renewal of license for the regular period; WHDH, Matheson Radio Co., Inc., Boston, Mass., granted license covering move of transmitter to Saugus, Mass., 830 kc., 1 kw., daytime; KGBU, Alaska Radio & Service Co., Inc., Ketchikan, Alaska, granted license covering local move of transmitter and studio; increase in power and change in specified hours of operation; 900 kc., 500 w. daily from 10 a.m. to 2 p.m., 5 to 7 p.m., and 10 p.m. to 3 a.m., PST; WGAR Broadcasting Co., Inc., Cleveland, Ohio, granted authority to determine licensed power by direct measurement of antenna input;

KWLC, Luther College, Decorah, Ia., granted authority to reduce hours of operation to 1 hour per week, between Dec. 16, 1932, and Jan. 2, 1933, inclusive, during Christmas holidays; KCWC, North Mississippi Broadcasting Corp., Texarkana, Ark., granted authority to temporarily reduce hours of operation from unlimited to specified as follows: 8:30 a.m. to 1:30 p.m., 4:30 to 7:30 p.m. for period ending Jan. 1, 1933; WTSL, G. A. Houseman, Laurel, Miss., granted consent to voluntary assignment of license to The Southland Radio Corp., and station to remain silent for 30 days; WBAL, Consumers Gas & Electric Light & Power Co., Baltimore, Md., granted three months' extension of special authority to operate synchronously with Station WJZ; KWEA, Hello World Broadcasting Corp., Shreveport, La., granted extension to Jan 1, 1933, to remain silent pending action on application for renewal of license and construction permit pending before the Commission;

WLBC, Donald A. Burton, Muncie, Ind., granted authority to operate simultaneously with Station WTRC, Elkhart, Ind., from 6:45 to 7:30 p.m., CST., on the following dates: Dec. 2, 3, 9, 16, 20, 23 and 27, 1932; Jan. 2, 7, 13, 20, 27 and 28, 1933; Feb. 3, 10,17, 24, and 25; March 3, 4, 11, 17 and 18, 1933; WPTF, Durham Life Ins. Co., Raleigh, N.C., granted authority to operate from 7 to 8 p.m., simultaneously with Station KPO, San Francisco, during the month of December; KRMD, Radio Station KRMD, Inc., Shreveport, La. granted spec. authorization to operate from 1 to 2 p.m., and from 5 to 6 p.m., CST, Dec. 3, 1932. Also granted spec. authority to operate from 4 to 5 p.m., CST, daily except Saturday and Sunday from3 a.m. EST, DEc. 1 to Dec. 23, 1932 New, City of El Paso, Texas, granted CP for police service, 2,414 kc., 100 w. power;

WJEE, WJEK, WJEL, Harvard Seismograph Station, portables granted geophysical license, frequencies 1,602, 1,628, 1,652, 1,678 and 1700 kc., 5 w.; WCW, Press Wireless, Inc., Hicksville, N.Y. granted fixed public press point-to-point telegraph license to June 1, 1933; frequencies 15,730, 15,580, 15,850 kc., 2500 w.; KHR, Same company, Honolulu, T.H., granted to June 1, 1933, fixed public press point-to-point telegraph license, frequencies 15,610, 15,710, 15,580, 15,850, 15,880 kc., 10 kw.; W9XA, Natl. Brdcstg.

Co., Inc., Denver, Colo., granted renewal of spec. exp. license; W7XB, Montana State College, Bozeman, Mont., granted renewal of gen. exp. license; WSDH, Aeronautical Radio, Inc., Nashville, Tenn., granted authority to operate aeronautical and aeronautical point-to-point stations by remote control with the operator on duty at control point only; WQBU, Radiomarine Corp. of America, New York City, granted authority to operate for 60 days pending receipt of formal application aboard Vessel "Malaina"; frequency ranges 125 to 500 and 8,200 to 17,100; 750 w. and 150 w.; KDAH, States Steamship Co., Portland, Oreg., granted 60-day authority to operate aboard Vessel "Heredia", pending receipt of formal application; frequency range 6,170 to 12,420 kc., and 143 to 500 kc., 200 w. and 750 w.; WKEG, Tropical Radio Teleg. Co., New York City, granted 60-day authority to operate pending receipt of formal application, Vessel "Colombia".

Renewal Of Licenses

The following stations were granted renewal of licenses for the regular period: WALR, Zanesville, Ohio; WEBR, Buffalo, N.Y. (auxiliary), WFBG, Altoona, Pa.; WSAJ, Grove City, Pa.; WTEL, Philadelphia, Pa.; KFJB, Marshalltown, Ia.; KFYO, Lubbock Tex.; KGCR, Watertown, S. Dak.; KGHI, Little Rock, Ark.

WABZ, Samuel D. Reeks, New Orleans, La.; KSCJ, The Sioux City Journal, Sioux City, Iowa; renewal of license application set for hearing and temporary license granted subject to such action as the Commission may take on the pending application for renewal.

Amateur Licenses

The Commission granted 147 amateur station licenses, consisting of 26 new, 86 renewals and 35 modifications.

Set For Hearing

KHI, Press Wireless, Inc., Honolulu, T.H., renewal of fixed public press point-to-point telegraph license; KEE, RCA Communications, Bolinas, Calif., renewal of fixed public point-to-point telegraph license; WJO, Press Wireless, Inc., Hicksville, N.Y.; KMV, San Francisco, Calif.; renewal of fixed public press point-to-point telegraph license; WMBH, W. M. Robertson, Joplin, Mo., requests modification of license to increase specified hours of operation; WOR, Bamberger Broadcasting Service, Inc., Newark, N.J., application for modification of CP to authorize location of its 50 k.w. transmitter at Tremley, N.J. set for hearing because of protest of Southern Radio Corp., licensee of Stations WMV and WMW, located near proposed site.

Miscellaneous

WBMS, Lloyd B. Marsh, Receiver, Hackensack, N.J., denied renewal of license on 1450 kc., 250 w. This station has been using one-quarter time; WUMA, Albert H. Scherman, Yuma, Ariz., application for modification of license to make change in hours

of operation, heretofore designated for hearing, reconsidered and granted; WMT, Waterloo Brdcstg. Co., Waterloo, Ia., dismissed by appellant in Court of Appeals, on Nov. 26; XOB, New Mexico College of Agriculture, State College, N. Mex.; granted authority to take depositions in re applications for renewal of license and for license covering construction permit; W2XV, Radio Engineer Laboratories, New York City, granted authority to take depositions in re applications for renewal of amateur license, CP and license, in dockets Nos. 1774, 1797, 1775, 1776, 1777 and 1778;

WGGU, United States Broadcasting Corp., Brooklyn, N.Y., granted authority to take depositions in re appeals for construction permits, renewal and license to cover CP, Dockets Nos. 1774, 1797, 1775, 1776, 1777 and 1778. 1780, 1831 and 1841;

WNBX, The WNBX Brdcstg. Corp., Springfield, Vt., license to cover CP issued July 5, 1932, and modification to change transmitter location, new equipment, change frequency, power and hours from 1200 kc., 10 w., Shares with WCAX to 1260 kc., 250 w. daytime; WJEQ, Sun-Gazette Brdcstg. Co., Williamsport, Pa., modification of CP issued July 26, 1932, for new station to extend dates of commencement and completion to Jan. 1, 1933, and Feb. 1, 1933, respectively; WIS, The South Carolina Brdcstg. Co., Columbia, S.C., voluntary assignment of license to Station WIS, Inc.; KVOO, Southwestern Sales Corp., Tulsa, Okla., modification of CP issued Nov. 11, 1931, for 25 kw. transmitter to extend date completion to March 17, 1933; KFIZ, The Reporter Printing Co., Fond du Lac, Wisc., license to cover CP issued May 24, 1932, for new transmitter; James A. Britton and R. W. Britton, Juneau, Alaska CP for new station to use 1210 kc., 100 w., daytime (10 a.m. to 6 p.m.).

Applications- Other Than Broadcasting

Radio Engineering Laboratories, Inc., Nash Auto, permit for 60,000-80,000 kc., 10 w., gen. exp.; Police Dept., City of Gary, Ind., CP for municipal police station. Frequencies to be assigned by Commission, 100 w.; Police Dept., Baltimore, Md., CP for municipal police station. Frequencies to be assigned; 500 w.; WSDK, Aeronautical Radio, Inc., Memphis, Tenn., modification of CP for extension of construction period. Aeronautical point to point station; Police Dept., Jacksonville, Fla., CP for municipal police station. Frequency to be assigned; 400 w.; Police Dept., Reading, Pa., CP for municipal police station. Approximately 2400 kc., 100 w.;

WBL, Radiomarine Corp. of America, Buffalo, N.Y., modification of license for change in hours of operation to continuous service during season of Great Lakes navigation, point-to-point tlegraph station; coastal telegraph station; WRL, Radiomarine Corp. of America, Duluth, Minn., mod. of license, same as above.

There were also received 218 applications for amateur station licenses.

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HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING WASHINGTON, D. C.

ISSUED TWICE A WEEK AND CONTAINING THE LATEST INFORMATION REGARDING THE RULINGS OF THE FEDERAL RADIO COMMISSION, RADIO LEGISLATION, DEPARTMENT OF COMMERCE REGULATIONS, CHANGES IN WAVELENGTH, CALL LETTERS AND POWER, PATENTS, EXPORTS, FEDERAL TRADE COMMISSION RULINGS AND OTHER MATTERS OF INTEREST TO BROADCASTERS AND MANUFACTURERS. :: :: CONFIDENTIAL—NOT FOR PUBLICATION. :: ::

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THE WHITE HOUSE
WASHINGTON

November 29, 1932

My dear Mr. McCosker:

I send you my warmest congratulations on your unanimous election as President of the National Association of Broadcasters at the recent annual convention in St. Louis. It is especially noteworthy that you were chosen from the field of Independent Broadcasters.

In view of the vast scope of radio broadcasting in the United States and the direct impress it makes upon the minds of the people, its possibilities for good in advancing industrial, scientific, cultural and amusement interests, this is a signal honor and a high responsibility, which your character, broad experience and achievements give promise of successful discharge in the public interest. You have my cordial good wishes in this work.

Yours faithfully,

(Signed) Herbert Hoover

Mr. Alfred J. McCosker
Director & General Manager
Bamberger Broadcasting Service, Inc.
1440 Broadway
New York City.

SCHUETTE SUBMITS PROPOSAL TO MILLS

Acting under the "absolute powers" conferred on him by the St. Louis Convention, Oswald F. Schuette, director of NAB Copyright Activities, has submitted to E. C. Mills, general manager of the American Society of Composers, Authors and Publishers, a revised copyright contract limiting the royalty to a percentage of the advertising revenue received from programs using ASCAP music.

In the conferences which preceded the submission of the new proposal, Mr. Mills repeated his admission that a contract so restricted constituted a better measurement of the royalty than the levy of a percentage on the entire income of broadcasting stations. However, he declared that the ASCAP Board of Directors has repeatedly gone on record as opposed to a change in the contract and held out little hope that the Board would be induced to change its mind.

"While it seems difficult to believe that the ASCAP directors will cling to so shortsighted a policy, in the face of the unanimous decision taken by the broadcasting industry at St. Louis, it is not at all unlikely that the industry will have to find some way of enforcing its right to a reasonable contract", declares the NAB News Bulletin. "The situation has already been discussed with members of both houses of Congress and it is therefore likely that this subject will be an important topic in the Winter sessions, despite the fact that the present Congress dies on March 4, 1933.

"Apparently the broadcasters have been diligent in discussing the situation with their Congressmen and there is no doubt that the latter will know more about the necessity of protecting the broadcasting industry against copyright extortion. At the same time, other victims of similar threats of copyright extortion have discovered that their interest can be protected only by joint action. The newest action in this line has resulted from the demand by ASCAP for three times the previous revenues obtained from amusement parks. These institutions, as well as dance halls and other places of entertainment, find themselves at the mercy of ASCAP because there has been no concerted effort to create a pool of music on which there would be no fees for public performance.

"This is to emphasize the importance on the part of the broadcasters of undertaking the immediate creation of such a pool and doubtless this will be one of the contributing motives to speeding up action by the Board of Directors of the NAB on the proposal for a radio program foundation endorsed at the St. Louis convention."

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FEDERAL RADIO COMMISSION HAS BUSY YEAR

During the fiscal year 1932 there were more than 40,000 matters requiring action placed before the Federal Radio Commission. The commission held 177 formal meetings and sat en banc to hear the proceedings in 18 cases. The commission granted 40,218 applications, denied 260, and dismissed 235.

The Commission disposed of 252 docket cases. Of these 76 were granted, 24 were granted in part, 142 were denied, and 10 were withdrawn.

In compliance with the instructions contained in the Couzens-Dill resolution (S. Res. 129) the commission conducted an exhaustive investigation into the use of radio facilities for purposes of commercial advertising. The commission's report containing the facts developed by the inquiry was transmitted to the Senate on June 9, 1932, and has been printed as a Senate document (No. 137 - 72d Cong., 1st Session).

An important development of the year from an administrative point of view was the adoption by the commission on November 7, 1931, of new rules and regulations governing the administration of the radio act of 1927, as amended. These rules and regulations became effective February 1, 1932, and displaced the numerous general orders which had previously been the basis of rules and regulations. The new rules were printed in loose-leaf form and furnished to each licensee of record for his guidance.

The Broadcast Section of the License Division received a total of 2,519 applications during the year past, as compared with 3,784 applications during the previous year, a decrease of 1,265. The decrease in the number of applications received and the consequent number of authorizations issued is declared to be due in large measure to the lengthening of the license period of broadcast stations from a period of three months to six months. This change was effected by the commission on April 16, 1931. Twelve radio broadcast stations were deleted during the year; two stations - WHDI and WDGY, both Minneapolis, Minn.; and WPAW, Pawtucket, R.I. with WPRO, Providence, R.I. Eight new radio broadcast stations were authorized to be constructed, making a total of 606 authorized stations, as compared with 612 as of June 30, 1931.

Amateur activity has continued its rapid growth. Licenses affecting amateur stations were granted at a rate of about 100 per working day, including new, renewed and modified licenses as follows:

New, 12,522, approximately 38 per cent; Renewals, 17,324, approximately 52 per cent; modifications, 3,176, approximately, 10 per cent. On June 30, 1932, there were 30,374 licensed amateur stations.

The Commercial Section received a total of 5,515 applications, as compared with 6,246 the previous year, a decrease of 731 applications.

The Administrative Section of the Legal Division was called upon to render opinions in 6,242 cases as compared to 5,679 for the preceding year. A large number of these cases, the report declares, have involved new situations of growing complexity due not only to developments in the radio art, but because of the large number of applications presenting conflicting claims or interests.

An assistant general counsel has been assigned to the duties of assisting the Department of Justice in the various criminal cases that have arisen throughout the United States due to violation of the provisions of the radio act of 1927. In such cases the commission representative assists in the preparation of evidence for the use of grand juries, assists in the preparation of suggested indictments and actually participates in the trial of the cases when the same are finally at issue.

The Research and Drafting Section reports that on July 1, 1931, there were 17 cases pending in the Court of Appeals of the District of Columbia, 2 in the Supreme Court of the District of Columbia, and 1 in the District Court of the United States for the Northern District of Illinois, Eastern Division. Of these, 5 are still pending in the Court of Appealsof the District of Columbia, 1 in the Supreme Court of the District of Columbia, 1 dismissed in the Supreme Court of the District of Columbia, and 1 dismissed in the United States District Court for the Northern District of Illinois, Eastern Division, and 5 have been decided by the Court of Appeals of the District of Columbia, affirming the commission's decisions appealed from.

During the year, 39 new cases were filed in the Court of Appeals of the District of Columbia, 16 of which are still pending; 19 were dismissed and 4 decided by that court, affirming in each case the decision of the commission appealed from. There were also filed during the fiscal year two injunction proceedings in the Supreme Court of the District of Columbia, both of which were dismissed, one by the court and the other by motion of the plaintiff. One proceeding was filed in the Circuit Court of Appeals of the United States for the Seventh Circuit which was dismissed and two applications for certiorari were made to the United States Supreme Court, both of which were dnied. The total number of cases pending July 1, 1932, was 22.

The report declares that during the past two years the equipment in broadcast stations has been completely modernized and broadcast stations are now being operated in accordance with "modern engineering principles". Much improvement in the design of microphones is also reported.

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NBC NEW ACCOUNTS AND RENEWALS

New, Sharpe & Dohme, Inc. (Hexlresorcinol Solution ST 37), 78 Varick Street, New York City. Agency: J. Walter Thompson, 420 Lexington Avenue, NYC. Started Dec. 4, 1932 for 26 weeks. Sundays 7:15-7:30 p.m. EST. Network: WJZ WBZ WBZA WLS. Program: "Dr. Howard W. Haggard" - talk by Dr. Haggard, director of Physiology at Yale.

Renewal, Larus & Brother Company (Edgeworth Pipe Tobacco), Richmond, Va. Agency: Batten, Barton, Durstine & Osborn, 383 Madison Ave., NYC. Started Dec.14, 1932, for 13 weeks. Wednesdays 10:--10:30 p.m. EST. Network WEAF WEEI WTIC WJAR WTAG WCSH WLIT WFBR WRC WGY WBEN WCAE WTAM WWJ WSAI WENR KSD WOC WHO WOW WDAF KGO KFI KGW KOMO KHQ KOA KDYL KGIR KGHL

Renewal, Sun Oil Company (Gasoline & Oils), 1608 Chestnut Street, Philadelphia, Pa. Agency: Roche Williams & Cunnyngham, 1500 Chestnut Street, Philadelphia. Starts Dec. 12, 1932 for 26 weeks. Daily exc. Sat. & Sun. 6:45-7:00 p.m. EST. Network: WJZ WBZ WBZA WBAL (WHAM exc. Thurs) KDKA WGAR WJR WLW (CKGW 6:45-6:55). Program: "Lowell Thomas - Today's News".

New, Standard Brands, Inc. (Royal Fruit Flavored Gelatin), 595 Madison Ave. NYC - Chase and Sanborn's Tea.) AGency: J. Walter Thompson Company, 420 Lexington Ave., NYC. Starts Jan. 4, 1933 for 52 weeks. Time: Wednesdays 8:00-8:30 p.m. EST. Network Basic red WCKY WSAI. Program: Undecided.

Renewal, The Paraffine Companies, Inc. (Pabco Floor Coverings, etc.) 475 Brannan St., San Francisco. Agency: Emil Brisacher & Staff, Crocker Bldg., SF. Starts Dec. 15, 1932 for 12 programs. Thursdays 10:40 to 11 a.m. PST. Network KGO KFI KFSD KGW KOMO KHQ Program: "Woman's Magazine of the Air" - talk by Helen Webster, orchestra under Edward Fitzpatrick.

Renewal, General Petroleum Corp. of California (gasoline and motor oils), Higgins Bldg., Los Angeles, Calif. Agency: Smith and Drum, Inc., 739 So. Hope St., Los Angeles. Starts Dec. 6, 1932 for 52 weeks. Tuesdays 8:15-8:45 p.m. PST. Network: KGO KFI KFSD KTAR KGW KOMO KHQ. Program: "General Petroleum News-reel of the Air".

Change, Delaware Lackawanna & Western Coal Co. WEAF "The Shadow - Mystery Drama". On Jan. 4, 1933 will change from 8:00-8:30 p.m. to 8:30-9:00 p.m., Wednesdays, same day. Last program at 8 o'clock will be given on Dec. 28, 1932. WEAF WTIC WTAG WEEI WJAR WCSH WLIT WFBR WRC WGY WBEN.

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COLUMBIA SIGNS"SILVER DUST"TWINS

New, Gold Dust Corp. Agency: Batten, Barton, Durstine and Osborn. Product: Silver Dust. Program: "Silver Dust Twins". Time: Mon. Thurs. Fri. 9:15-9:30 a.m. Starts Dec. 5.

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RCA STATUS DISCUSSED

Writing in "The National Whirligig", a syndicated newspaper letter issued by the McClure Newspaper Syndicate, of New York, James McMullin writes:

"The divorce of Radio Corporation of America from General Electric and Westinghouse was not exactly crammed down unwilling throats by the Government. With the notable exception of Owen Young most directors of the two big electric companies were glad enough to divest themselves of an unprofitable associate. Also- considering RCA's condition and prospects- they may have saved themselves some future embarrassment.

"Stranger things could happen than for Owen Young to relinquish his headship of General Electric and become a master of RCA's destinies. RCA was his own pet and pride. This would not necessarily mean severance of all connections with GE but his future status might be that of general counsel for the company.

"The political implications should not be overlooked. The GE - RCA situation provides first rate window dressing for the possible drafting of Mr. Young into a very important position in the Roosevelt Administration.

"The relationship between General Electric and Westinghouse is interesting. There is a saying current on the inside that Westinghouse makes the scientific progress but General Electric makes the money. It is a fact that Westinghouse has had first claim on every important electrical patent of recent years except for the Mazda lamp - but General Electric has shown considerably greater profits from these same inventions."

In a confidential (not for publication) note to Editors, Richard H. Waldo, president of the syndicate, adds:

"RCA recently considered going into receivership as a method of getting out of its expensive lease in the new Radio City. This is one reason why General Electric and Westinghouse were glad to get out of the picture.

"It is not likely that this projected receivership will be carried into effect in the near future byt RCA's affairs are in such shape that this cannot be disregarded as a possible future contingency.

"Several important directors of GE would hardly burst into tears if Owen Young did resign as head of the company, either to become a government officer or to take charge of RCA. Young's business idealism has clashed on several occasions in the past few years with strictly commercial ideas of other members of the management of the group.

"Young has unquestionably lost prestige to some extent with the harder-boiled Wall Streeters in recent months. He is rather widely regarded as a first-rate negotiator but not as an expert administrator. The condition of his personal affairs may compel him to remain in business."

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HOOVER INVITED TO "RADIO CITY" OPENING

President Hoover has been invited to participate in the ceremonies incident to the formal opening December 27 of "Radio City", to be known as the amusement center of the Rockefeller development.

The invitation was presented in person by S. F. (Roxy) Rothafel, of radio fame, who is director of "Radio City". The President took the invitation under advisement but expressed doubt as to his ability to accept it because of business in Washington.

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FRANK BLACK APPOINTED NBC MUSIC DIRECTOR

Appointment of Frank Black, conductor and composer, as general music program director of the National Broadcasting Company was announced last week by M. H. Aylesworth, president. Black has had a wide experience in the musical field, and is an accomplished pianist.

"Frank Black's appointment", said John Royal, vice president in charge of programs, "makes a welcome addition to our exeuctive staff in this department. His long association with radio, as well as his musical ability, fits him ably for this important post."

For some years in addition to his other orchestral work, Black has written the arrangements for the Revelers quartet, and played their accompaniments.

Black will take up his new duties immediately.

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WJSV GETTING RESPONSE FROM ABROAD

The first of the letters from DX-ers in other parts of the world began reaching the new WJSV, Washington outlet of the Columbia Broadcasting System, a few days ago. One mail brought fourteen letters from New Zealand, all of which reported fair reception of the 10,000-watt station. There have been several letters from other countries as well.

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NEW TEACHERS' MANUAL FOR SCHOOL OF THE AIR

An aid to co-ordination of classroom studies with radio instruction in grade and high school subjects has been provided by the educational department of the Columbia Broadcasting System in the Teachers' Manual and Classroom Guide of the American School of the Air, compiled by Helen Johnson, just issued to educators throughout the country. The 80-page book is designed to help teachers in preparing visual aids and supplementary instruction in connection with the broadcast courses in geography, history, literature, elementary science, music and current events. It has been prepared with the aid of authorities on every subject.

The American School of the Air, now in its fourth season, has been heard over a network of 85 stations every day except Saturday and Sunday since October 24 and will continue until April 13 with the usual respites during the holiday seasons. It is on the air from 2:30 to 3 p.m., EST, except Fridays, when the schedule is from 2 to 2:30 p.m., EST.

The manual of instruction contains brief descriptions of the countries, persons or incidents dramatized in the daily air classes. Each is followed by suggestions for visual aids, books for supplementary reading, blackboard drawings for science lessons, elementary scientific experiments and incidental music. The whole makes possible a complete correlation of the air courses with class room work in the primary, intermediate, upper grade and high school classes for which the programs are planned.

In a foreword to the manual, William S. Paley, president of the Columbia Broadcasting System, explains briefly the purpose of the American School of the Air.

"These programs", he writes, "are designed to stimulate enterprise and individual initiative on the part of the pupils, to supplement the work of classroom teachers, to vitalize instruction and enrich the curriculum of our schools. Insofar as they effectively do this, they will be serving the purpose for which the American School of the Air was established."

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"BIG TRAIN" SOUNDED LIKE WILL ROGERS

With some coaching and a few microphone pointers, Walter Johnson, the greatest baseball pitcher of his time, ought to be a find for a radio program sponsor. His speech, as heard over the radio at the farewell banquet given him by Washington base ball fans, would have been a credit to many more pretentious after dinner speakers. There was a background of sadness in this little talk but at the same time, in the lighter moments, Johnson revealed a delightful sense of humor. In these humorous references, in manner of speech, and even in voice, Walter Johnson was very much like Will Rogers. In fact, Walter Johnson, who hails from Kansas, is a Will Rogers kind of fellow.

It would seem that if some program sponsor got hold of Walter Johnson in the spring of the year to discuss prospects for the season, reminisce, and so on, "The Big Train" might make quite a hit.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted

WMBG, Havens & Martin, Inc., Richmond, Va., granted renewal of license for auxiliary transmitter; KFXJ, R. G. Howell & Chas. Howell, d/b as Western Slope Brdcstg. Co., Grand Junction, Colo., granted mod. of lic. to change frequency from 1310 to 1200 kc.; KCFJ, Charles C. Robinson, Jerome, Ariz., granted mod. of lic. to change hours of operation from Daily: 7:30 to 10 a.m.; 12 noon to 1 p.m.; 3:30 to LS, MST. to 7:30 to 9:30 a.m.; 12 noon to 1 p.m.; 3 p.m. to LS, MST; also

KOCW, Oklahoma College for Women, Chickasha, Okla., granted consent to vol. assign. of lic. to J. T. Griffins, who was granted CP to move transmitter and studio locally and install new eqpt.; KTSA, Lone Star Brdcstg. Co., Inc., San Antonio, Tex., granted consent to vol. assign. of lic. to Southwest Brdcstg. Co.; WGST, Georgia School of Tech., Atlanta, Ga., granted lic. 890 kc., 250 w. night, 500 w. daytime, unltd. time; WEHC, Emory & Henry College, Emory, Va., granted auth. to remain silent pending action on appl. to move to Charlottesville, which was designated for hearing on Nov. 22, because of protest filed by Station WLVA; WFAS, Westchester Brdcstg. Corp., White Plains, N.Y., granted auth. to operate from 9 to 10 p.m., EST, Dec. 4, in order to broadcast a program of the Westchester Symphonic Orchestra; also

WHDH, Matheson Radio Co., Boston, Mass., granted 10 day ext. of program test period, pending appl. for license action; KFPM, The New Furniture Co., Greenville, Tex., granted spec. auth. to operate from 3 to 6 p.m., CST, Dec. 2.; KFNF, Henry Field Company, Shenandoah, Ia., granted spec. auth. to continue using time assigned but not used by stations WILL and KUSD, until Dec. 31, 1932; WMDZ, City of Indianapolis, Police Dept., Indianapolis, Ind., granted CP for police service, 2442 kc., 300 w.; and

New, Pacific Alaska Airways, Inc., Anchorage, Alaska, granted aviation aero and pt. to pt. aero. CP, freqs. 3082.5, 5692.5, 8220 kc.; 2648, 4125 kc., unltd.; 6570 and 8015 kc. day only, 10 w.; New, same co., Fairbanks, Alaska, granted CP, freqs. 3082.5, 5692.5, 8220 kc., 2648, 4125 kc., unltd.; 6570, 8015 kc. day only, 10 w.; WEEW, Carlstadt, N.J., American Radio News Corp., granted mod. of CP extending commencement date to Jan. 3/33 and completion date to July 1/33; also

W2XAH, Bell Telephone Labs., Inc., South Plainfield, N.J., granted ren. of spec. exp. license, 278 kc., 10 w.; WKEK, Radiomarine Corp., of America, New York City, granted temp. auth. (60 days) to operate station aboard vessel Santa Paula, pending receipt of formal appl. freq. range 375-17150 kc., 500 w.; New H. C. Hartung, agent, Hartung Aircraft Corp., Detroit, Mich., granted temp. auth. to operate radio eqpt. on Plane NC 211 V using 3105 kc., 10 w., for period of 15 days, subject to filing formal application.

Applications Dismissed

The following applications were dismissed at request of applicants:

WCSC, South Carolina Brdcstg. Co., Charleston, S.C., mod. lic. 1450 kc., 500 w., unltd. time; WTFI, Liberty Brdcstg. Co., Athens, Ga., CP, 1360 kc., 500 w., unltd. (facilities of WCSC); W2ZZDT, Charles M. Srebroff, Hollis, L.I., portable amateur license; Radio Engr. Lab., Inc., Long Island City, 4 CP's for mobile service; W2XV, same co., ren. mobile license; KLO, Interstate Brdcstg. Corp., Ogden, Utah, CP, 1400 kc., 500 w., unltd. time; New, Intermountain Brdcstg. Corp., Ogden, Utah, CP, 1400 kc., 500 w., unltd. time (facilities KLO).

Action On Examiners' Reports

Ex. Rep. No. 430. New, G. C. Redfield, Rapid City, So. Dakota, denied default appl. for new station to operate on 570 kc., 1 KW, to share with WNAX, sustaining Chief Examiner Ellis A. Yost.

Ex. Rep. No. 430. WNAX, The House of Gurney, Inc., Yankton, S. Dak., granted ren. of lic. 570 kc., 1 KW power, unltd. time, sustaining Examiner Yost.

Ex. Rep. No. 412. KQV, KQV Brdcstg. Co., Pittsburgh, Pa., granted ren. of license, 1380 kc., 500 w. power daytime hours, share with WSMK at night; denied mod. of license to operate on 1380 kc., 200 w., daytime hours, share with KQV at night; denied mod. of lic. to operate unltd. time, reversing Examiner Yost.

Ex. Rep. No. 412. WSMK. Stanley M. Krohn, Dayton, O., granted renewal of license to operate on 1380 kc., 200 w., daytime hours, share with KQV at night; denied mod. of lic. to operate unltd. time, reversing Examiner Yost.

Ex. Rep. No. 423. KGRS. E. B. Gish (Gish Radio Service), Amarillo, Tex., denied mod. of lic. to change spec. hours to different spec. hours of operation, on 1410 kc., 1 KW power, reversing Examiner R. H. Hyde.

Set For Hearing

W5XC, Ozark Radio Corp., Shreveport, La., requests consent to vol. assign. of lic. to Capitol Radio Transmitting Detection Corp.

Amateur Licenses

The Commission also granted 469 amateur station licenses, of which 222 were new, 197 renewals and 50 modifications.

Broadcasting Applications

WTBO, Associated Brdcstg. Corp., Cumberland, Md., invol. assign. of license to Associated Brdcstg. Corp. from The Interstate Brdcstg. System, Inc.; WAZL, Herman G. Halsted, Hazelton, Pa., mod. of CP issued Sept. 13, 1932 for approval of exact transmitter and studio location, corner West Broad and Laurel Sts., Hazelton, Pa. and change eqpt.; WKBF, Indianapolis Brdcstg. Inc., Indianapolis, Ind. CP to move transmitter to intersection of Fall Creek and ext. of Keystone Ave. (Marion County) Indiana; also

Applications - Other Than Broadcasting

KHOEV, KHOFU, KHOGT, KHOHS, KHOIR, KHOJQ, KHOKP, KHOLO, Western Air Express, Inc., mod. of lic. for new transmitter 3105, 2906, 3072.5, 3082.5, 4967.5, 4,987.5, 5510, 5540, 5672.5, 5692.5 kc., 50 w., aircraft.

W3XAN, Radio Service & Engineering Lab., Harrisburg, Pa., lic. covering CP for 4,797.5, 8655, 12,862.5 kc., 100 w. gen. exp. station; New, Nichols & Warriner, Inc., portable, CP for broadcast pickup station. Frequency to be assigned, 200 w. WAX, Tropical Radio Telegraph Co., Fort Hialeah, Fla., mod. of lic. to inolude transmitter RCA-ET-3636 5 KW, marine relay station; WIO, Tropical Radio Telegraph Co., Fort Morgan, Ala., modlic. for change in freqs. to 3105, 4140, 500, 442, 3120, 4785 kc., 20 and 50 w.; KWJ, Mackay Radio & Telegraph Co., Palo Alto, Calif., lic. covering CP for 13000 kc., 20 kw., pt. to pt. telegraph station;

KNK, KNW, KWQ , lic. covering CP for pt. to pt.telegraph; KNG, mod. of CP for ext. of completion date to June 15, 1933, pt. to pt. telegraph; KNV, mod. of CP for extension of completion date to June 15, 1933, change in frequency to 8,990 kc., change in call letters to KWD; W2XAU, Lawrence C. F. Horle, Newark, N.J., mod. of CP for ext. of time to Dec. 15, 1932; W2XH, American Radio News Corp., New York, N.Y., ren. of spec. exp. license; W1XP, Massachusetts Institute of Tech., South Dartmouth, Mass., ren. of spec. exp. license; WPDW, Metropolitan Police Dept., Washington, D.C. CP to install new eqpt., 2,422 kc., 400 w.;

WSE, Mackay Radio & Telegraph Co., nr Montauk, N.Y., lic; covering CP for 500, 392, 472 kc., 5 kw., coastal telegraph sta.; WSE, same company, license covering CP same freqs., 5 KW., marine relay station; K6XO, RCA Communications, Inc., Kahuku, Hawaii, ren. of spec. exp. license for 7370, 7520, 11680, 15985, 16030 kc., 80 KW; W3XI, RCA Communications, Inc., Bolinas, Calif., ren. of spec. exp. license for 6845, 6860,9010, 9480, 10390, 10410, 10620, 11950, 13690, 13780, 15460, 18020, 18060 kc., 20780 kc., 80 KW;

W2XA, American Tel. & Te. Co., Rocky Point, N.Y., renewal of spec. exp. license for 45-75 kc., 190 KW; W3XO, same company, portable in N.J., ren. of spec. exp. lic. for 6640-7330, 8570-10400, 11500-12890, 13720-15250, 17280-19530, 20000-22070 kc., 10 w.; KGUF, Aeronautical Radio, Inc., Dallas, Tex., CP for 2316, 2356, 4115, 6540, 6550, 6560, 8015 kc., 250 w. acro. pt. to pt. station.

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HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING WASHINGTON, D. C.

ISSUED TWICE A WEEK AND CONTAINING THE LATEST INFORMATION REGARDING THE RULINGS OF THE FEDERAL RADIO COMMISSION, RADIO LEGISLATION, DEPARTMENT OF COMMERCE REGULATIONS, CHANGES IN WAVELENGTH, CALL LETTERS AND POWER, PATENTS, EXPORTS, FEDERAL TRADE COMMISSION RULINGS AND OTHER MATTERS OF INTEREST TO BROADCASTERS AND MANUFACTURERS. :: :: CONFIDENTIAL—NOT FOR PUBLICATION. :: ::

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No. 583

ROOSEVELT ALMOST CERTAIN TO REORGANIZE RADIO COMMISSION

With the Democratic caucus adopting a resolution banning the confirmation of practically all nominations to the Senate between now and March 4, it looks more and more as if President Roosevelt will reorganize the Radio Commission. A prominent Democrat went so far as to say that not only would a Republican appointee have no chance for the present Commission vacancy but if President Hoover reappointed Commissioner Eugene O. Sykes, a Democrat, of Mississippi, whose term expires in February that the Senate might not confirm him even. It is believed no discrimination will be made between Democrats and Republicans.

However, because of the strong backing Judge Sykes is said to have with Senator Pat Harrison and the Mississippi delegation, his chances for reappointment by President Roosevelt would seem to be excellent. If reappointed, Judge Sykes would undoubtedly become chairman of the Commission.

If, as commonly reported, Commissioner Sykes is slated for a Federal judgeship there would be a place for another Southern Democrat. Representative Ewin Davis, of Tennessee, who lost out in the primaries, is being strongly urged by his friends for the place. Thus far, Judge Davis, who is the author of the Davis amendment to equalize radio facilities, has not committed himself on the subject of his availability and has done nothing to advance his candidacy.

The common supposition is that President Hoover did not name a successor to Commissioner Charles McK. Saltzman, Iowa, because he desired to reduce the Commission from five to three members. If President Roosevelt adheres to this idea, it would let both General Saltzman's successor and Judge Sykes out.

However, if President Roosevelt appoints a successor to General Saltzman, he will unquestionably be a Democrat. He would hail from Indiana, Illinois, Wisconsin, Minnesota, North Dakota, South Dakota, Nebraska, Kansas or Missouri which comprises the zone in which the vacancy exists.

If President Roosevelt should cut the Commission down to three members it would take the Democrats some time to get control of the body, as the terms of Commissioners Lafount and Brown, Republicans, do not expire until 1935 and 1938, respectively. However, if President Roosevelt continues the five-man commission, the Democrats could have a majority immediately after March 4th.

However, the new President's course in the matter is one for much conjecture since a statement credited to him was to the effect that he would abolish as many of the commissions as possible.

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COURT RULING REVERSES COMMISSION'S DECISION

The deletion of two broadcasting stations in an over-quota State to assign their frequencies to a station in an under-quota State when those two stations were rendering meritorious service "furnished no substantial justification for the decision" of the Federal Radio Commission. So held the Court of Appeals of the District of Columbia in reversing and remanding a Commission decision calling for the elimination of Stations WIBO and WPCC, Chicago, in favor of Station WJKS, Gary, Ind.

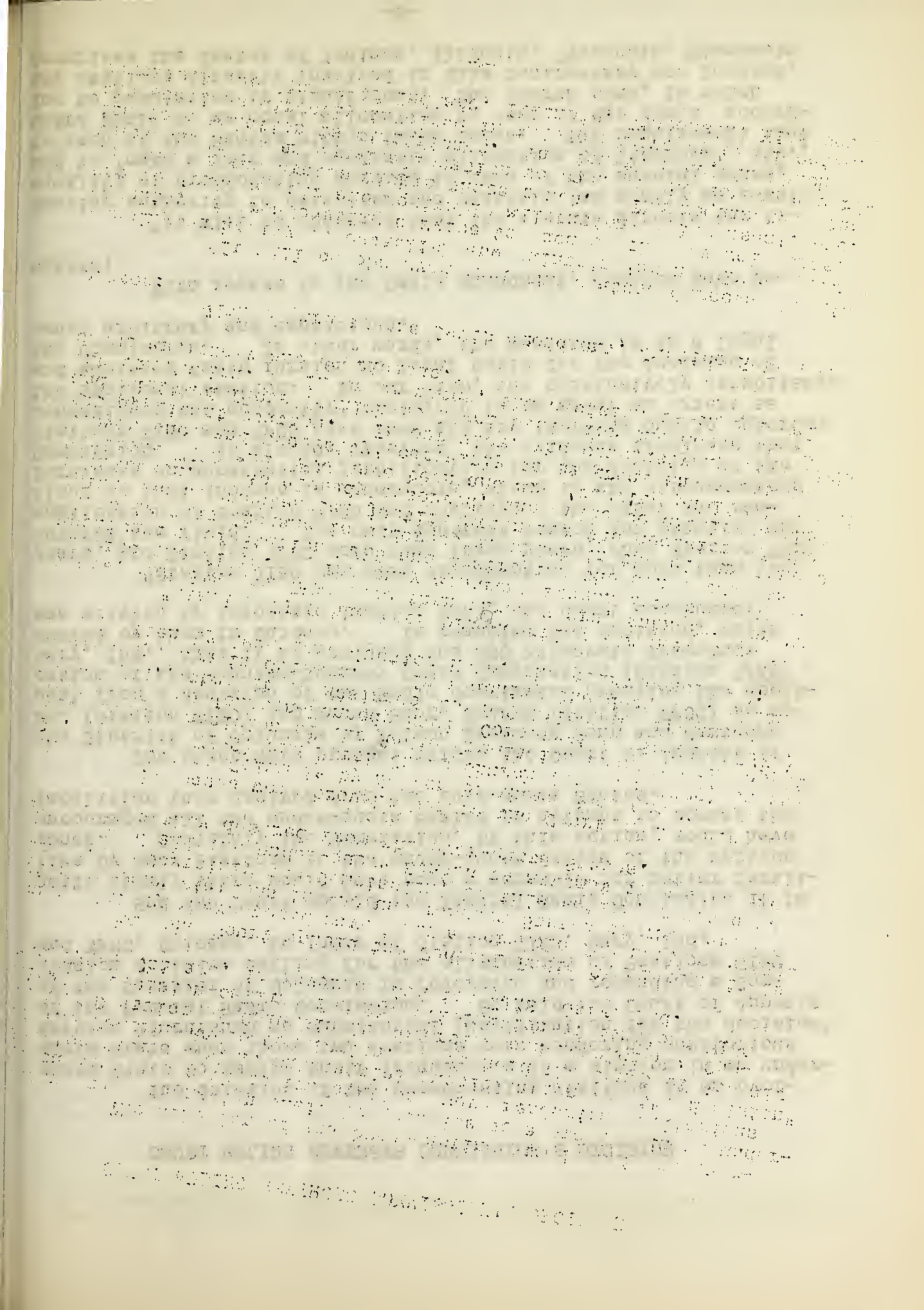
Had the Court upheld the Federal Radio Commission it is quite likely there would have been a scramble for better facilities by many stations in the under-quota States of the various zones. Certainly the Commission, by this action, would have encouraged all the under-quota States to attempt to secure the facilities they desired from the over-quota States.

The cases were brought before the Court of Appeals of the District of Columbia by Nelson Brothers Bond and Mortgage Co. (Station WIBO) and North Shore Church (Station WPCC) on appeal from a decision of the Radio Commission granting the application of the Johnson-Kennedy Radio Corporation (Station WJKS) Gary, Ind., that it be assigned the 560 kilocycle frequency shared by them in Chicago. In reaching the decision, which was written by Associate Justice Robb, the court concluded:

"Station WIBO had been broadcasting for more than two years, and Station WPCC more than three years, when Station WJKS entered the field. The only apparent reason for granting the application of Station WJKS and destroying the other two stations is that Indiana is underquota, which in the circumstances furnishes no substantial justification for the decision of the Commission. As already observed, the evidence discloses that Stations WIBO and WPCC have been and are 'serving public interest, convenience and necessity' certainly to as great an extent as the applicant station. In our view, the conclusively established and admitted facts furnish no legal basis for the decision of the Commission. In other words, the decision is in a legal sense arbitrary and capricious."

With regard to the Davis amendment, Justice Robb declares:

"It will be observed that the statute directs the licensing authority to establish and maintain 'as nearly as possible' equality of broadcasting service to each of the several zones, and to 'make a fair and equitable allocation of licenses', etc., to each of the States within those zones. The requirement that there shall be an equal allocation to each of the zones, according to population is significant. The fourth zone, in which the stations directly involved in this controversy are located, comprises the States of Indiana, Illinois, Wisconsin, Minnesota,



North Dakota, South Dakota, Iowa, Nebraska, Kansas and Missouri. Congress declared that the people of all the zones are entitled to equality of broadcasting service, but evidently recognized that the licensing authority might not be able to establish and maintain an exact mathematical equality among the zones, hence the language 'establish and maintain as nearly as possible'. After providing for the establishment and maintenance of nearly equal facilities among the zones, Congress in dealing with the problem evidently anticipated that greater difficulty would arise in undertaking to equalize allocations to the several States within a zone, and therefore provided for, not equal, but 'fair and equitable allocation' to the States within a zone.

"The House committee report on the amendment states, inter alia: "This amendment looks to the future. It declares in terms the duty of the licensing authority to make an equal allocation among the five zones, of broadcasting licenses * * * and provides that within each zone there shall be an equitable allocation among the States thereof in proportion to the population and power. The equality here sought is not an exact mathematical division. That may be physically impossible'.

In a dissenting opinion concurred in by Judge Hitz, Judge Groner said that the majority opinion of the court ignores the findings of the Commission but relies on those of the examiner which the Commission overruled. He declared:

"Summarized, the Commission's findings of fact are that intervener's (the Indiana station) service was in all respects excellent, and that the granting of the application would extend and enlarge this service; that the effect of the withdrawal of appellants' (the Chicago stations) permits would not militate in any respect against persons (the public) now within the area of the stations, nor the granting of the application (of the Indiana station) increase interference within that area with any other station; that the granting of the application would work a more equitable distribution of broadcasting facilities within that zone, and would serve the public interest, convenience, and necessity. The evidence, I think, sustains these conclusions.

With regard to the D avis amendment, Judge Hitz says:

"If upon an application for a station permit in an underquota State, or for an increase of facilities by an already authorized station, the commission, after hearing, decides the public interest will be served by granting the application, and the evidence reasonably supports the decision, as undoubtedly is the case here, I think it has, under the Davis amendment, not only the right and power to grant the application, but that the plain and explicit language of the amendment requires it to do so, for in no other way can the equalization which Congress has declared should obtain be accomplished."

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PUTS BAN ON "SONG PLUGGING" BY RADIO

One of the first orders from Oswald F. Schuette, director of copyright activities of the National Association of Broadcasters since "absolute powers in copyright activities" were conferred upon him at the St. Louis Convention of the broadcasting industry was that "song plugging" should cease. The order is "directed against the American Society of Composers, Authors and Publishers which is seeking to exact an extravagant royalty from radio stations at the same time its members are asking broadcasters to advertise their compositions", reads the announcement from the offices of the National Association of Broadcasters here. "The Society has declined to consider a revision of the copyright contract which would release from these royalty demands programs in which no ASCAP music is used".

Mr. Schuette also advised all broadcasting stations to make no further requests for "special permission" to perform music which has been placed on the Society's "restricted list" and to keep such "restrictions" permanent by refusing to restore to their programs any numbers which have once been so "restricted" by the publishers.

"The broadcasting industry must protect itself as well as the public", said Mr. Schuette. "'Song plugging' and the abuses of the 'restricted' lists have become serious nuisances. They have interfered with the artistic compilation of programs. Publishing houses should understand that once they have placed a composition on the 'restricted list' it will remain there, at least until ASCAP has given some evidence of a genuine desire to deal fairly with the broadcasters".

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HARBORD ADVISES INDUSTRIES TO IMPROVE PLANTS

Manufacturers throughout the country must proceed at once to modernize their plants "to put themselves in readiness for the return of better days that are near at hand", Gen. James G. Harbord, chairman of the board of the Radio Corporation of America, told members of the American Society of Mechanical Engineers at their annual meeting in New York.

Such, General Harbord declared, was the immediate program of President Hoover's Committee on Industrial Rehabilitation.

"Equipment can be purchased and installed today at costs much below normal", General Harbord pointed out. "For every dollar spent for rehabilitation of plants and for every dollar spent to repair or replace worn-out equipment in an office, a warehouse or a store three dollars will be spent in consumer goods and materials industries, and more people will be put to work and speed the recovery of general business. "

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LUMBER RADIO TOWER ADVANTAGES CITED

Recent research and experimentation by the Engineering Department of the National Lumber Manufacturers Association opens the way for the development of a large market for wood radio and power transmission towers. It is calculated that the new transmission tower design will save 15 per cent of the power required to run a station, as no special insulation is needed with wood towers, as with steel towers. Insulation in the case of steel costs from 20 to 30 per cent as much as the tower itself, and in the required heights of from 100 to 300 feet often more, the lumber manufacturers declare.

It is necessary that the wood used in such a tower be decay resistant or thoroughly creosoted and that it be a high grade of structural material, practically clear. This permits the use of narrow sections which result in reduced wind pressure area and in a smaller load on the structure.

Many radio stations now use pairs of towers of from 200 to 300 feet in height, but with the use of a 150-foot wood tower type, 6 to 8 shorter towers could be substituted for two of the taller steel ones. As the steel towers are galvanized they do not require painting and it will be necessary for the wood towers to be suitably painted. About 100 such towers are already built in this country but practically every one is of steel, although wood is more economical and absorbs less of the transmission power. The new National Lumber Manufacturers Association wood design provides a 150-foot tower such as is used for directional antennae. It is intended to be supported on a single footing and guyed from a point half way up. This tower requires 3400 feet of lumber and about $180 worth of bolts, fittings and guy lines. It is estimated that it can be erected for around $700; the cheapest known price on a 150-foot steel tower is $988, according to the lumber people.

The 300-foot transmission tower is anchored at the base and requires no guys. It is designed to be built entirely of wood. This tower requires 32,000 feet of lumber and about $400 worth of bolts and fittings. The lowest known price for a corresponding steel tower is $2,634. It is thought that the lumber industry can easily meet this price.

"Here is believed to be an opportunity for aggressive lumber concerns, seeking business, to cultivate a new field. The N.L.M.A. has opened the way in this direction, as in many others, through its engineering service, but it is up to the individual companies to reap the practical harvest," the lumber interests declare. "Not long ago a radio station on Long Island tried desperately and futilely to get suitable wood members for two 380-foot broadcasting towers. It finally turned to steel. Armed with the design described here and explanatory data, any one of a dozen lumber dealers in the metropolitan area could fill the order for lumber within 24 hours and the completed job could be turned over to the radio company in three to four weeks."

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WSM HAS TALLEST RADIO TOWERS IN AMERICA

Fourteen miles out of Nashville, a new vertical radiator type antenna, of latest design, rises 878 feet in the air-- the tallest radio tower in America. This tower is part of the new WSM-- a tangible symbol of Station WSM's increase in power from 5000 to 50,000 watts-- an increase which has both widened and intensified WSM's audience.

WSM operates full time on a cleared channel, and is owned and managed by the National Life & Accident Insurance Company of Nashville, Tenn. It is an associated station of the NBC Southcentral group and the eleventh 50,000 watter on the NBC networks.

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DENVER POST RESTORES RADIO LISTINGS AFTER THREE DAYS

The Denver Post left out all radio listings for three days to see if they were really of use to readers. Their switchboard was swamped with calls, as were the telephones at KLZ and KOA.

"The paper reinstated the daily programs", reads the Variety account, "and is giving them more in detail, convinced that it is cheaper to print the lists than to hire more phone girls. Before the break, the Post referred to many programs with the words 'studio' or 'network', but now they are elaborating on these features and are giving names. The stations, having had nothing to do with the experiment, are deriving a good deal of satisfaction from the results.

"Only the programs of the chain outlets here, KOA of NBC and KLZ of Columbia, are used by the dailies. Programs of KFEL and KFXF are not printed."

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AIRPORT RUNWAYS MARKED BY RADIO

Designation of airport runways by radio beacons from underground antennas has been perfected by the Aeronautics Branch of the Department of Commerce.

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OBJECTED TO USE OF WORD "CHINK"

The Chinese Vice-Consul at Los Angeles, Yi-send S. Kiang, called up a broadcasting station in that city to admonish them for using the word "Chink" as a nickname for Chinaman. It had been used in a popular song. The Vice-Consul requested that hereafter the reference be omitted.

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TO RULE ON RADIO WRIT

Decision was reserved by Federal Judge John C. Knox on the motion to return the suit of the Torquay Company against the General Electric Company, the Westinghouse Electric and Manufacturing Company and the Radio Corporation of America to the State courts, from which it was recently transferred.

The suit is to enjoin the defendants from distributing 7,500,000 shares of Radio Corporation stock among the General Electric and Westinghouse stockholders and to compel them to show cause why a receiver of the stock should not be appointed.

Judge Knox also reserved decision on a motion for a temporary injunction to compel such restraint on order of the Federal Court. Nathan Burkan, attorney for Torquay company, owner of 100 B shares and 100 common shares of the Radio Corporation, indicated he would bring proceedings before Federal Judge Nields in Delaware to prevent distribution of the stock. It was Judge Nields who signed a consent decree dissolving the so-called radio monopoly and directing the distribution.

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ARCTURUS TUBES USED BY PRESIDENT OF SPAIN

President Azana, of Spain, according to the Arcturus distributor in that country, uses Arcturus tubes in his radio receiver.

Added in a postscript to the letter the distributor states, "These tubes have been sold, not presented". This is an addition to the list of ruling heads of foreign nations who, by using Arcturus tubes, pay tribute to American-made products.

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"ROXY" MAY TAKE HIS NAME TO RADIO CITY

S. L. Rothafel and the Radio-Keith-Orpheum Corporation are entitled to use the name "Roxy" on the new RKO motion picture theatre in Radio City, Addison S. Pratt, special master, ruled in a report which he turned over to Federal Judge Francis G. Caffey. Mr. Pratt recommended that the court decide the dispute over the use of the name in favor of Mr. Rothafel and RKO by granting a writ restraining the Roxy Theatres Corporation from using that name on the Roxy Theatre at Seventh Avenue and 50th Street.

RKO has announced that the Radio City motion picture theatre will be opened to the public on Thursday, December 29, under the name RKO Roxy.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted

KMJ, James McClatchy Co., Fresno, Calif., granted mod. of CP to extend comp. date to Dec. 22, 1932; KFJM, University of North Dakota, granted ext. to Dec. 31, of the working of Rule 145; WBBC, Brooklyn Brdcstg. Corp., Brooklyn, N.Y., granted license covering changes in auxiliary transmitter, 1400 kcs., 500 w.; KFJB, Marshall Electric Co., Inc., Marshalltown, Ia., granted auth. to install automatic freq. control; WHAS, Albert S. Moffat, Springfield, Mass., granted auth. to take direct measurement of antenna power; KREG, J. S. Edwards, Santa Ana, Calif., granted renewal of license, 1500 kc., 100 w., unltd. time, also granted consent to voluntarily assign license to The Voice of the Orange Empire, Inc., Ltd.; and

KRKD, Dalton's Inc., Los Angeles, Calif., granted authority to operate 30-day program test period in accordance with terms of CP without operating the usual 10-day equipment test period; KFSG, Echo Park Evangelistic Association, Los Angeles, Calif., granted auth. to use transmitter of Station KRKD during program test period, and pending filing of formal application to use equipment of KRKD as maintransmitter, and present equipment of KFSG as an auxiliary; WDEV, Harry C. Whitehill, Waterbury, Vt., granted 30-day ext. of program test period, pending action on license application; KSO, Iowa Brdcstg. Co., Des Moines, Ia., granted 30-day ext. of program test period, pending action on license application.

Applications Granted - Other Than Broadcasting

American Radio News Corp., portable and mobile, New York City, granted CP and license for temporary broadcast pickup service; frequencies 1518, 2342 kc., 50 w., to use transmitter already constructed and now licensed for general exp. work under call letters W2XBF to W.G.H. Finch.

KGZJ, Police Department, Phoenix, Arix., granted spec. auth. to operate on frequency 2410 kc., for period not over 30 days; KDAG, KDAA, Tropical Radio Telegraph Co., Newport News, Va., granted 60-day auth. pending receipt of formal applications to operate vessels "Cartago" and "Parismina" as third-class stations; KUDC, Radiomarine Corporation of America, New York City, granted 60-day authority pending receipt of formal applications to operate aboard vessel "Tuscan", 375-500 kc., 200 w.; WHM, Aeronautical Radio, Inc., Indianapolis, Ind., granted aviation aeronautical construction permit to move transmitter locally to Indianapolis; WSDK, same company, Memphis, Tenn., granted mod. of CP extending commencement date to Dec. 12, 1932, and completion date to March 12, 1933; WGV, Radiomarine Corp. of America, Galveston, Tex., granted mod. of marine relay license to change hours of operation from unltd. to 8 a.m. to 12 p.m. and 1 p.m. to 5 p.m. daily, local standard time, plus such additional hours as occasional traffic conditions necessitate. Also granted mod. of coastal telegraph license as above.

DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Denied

WHADW, Pan American Airways, Inc., granted aviation aircraft license; frequencies 333 kc. to be used only beyond limits of United States and Alaska, and then only for communication between aircraft and foreign stations; 500 kc., international calling and distress frequencies for ships and aircraft oversea; 1,708 kc., for direction finding purposes, 2870, 3082.5, 5692.5, 8220, 12,330, 16,440 kc., unlimited, and 5404 kc. day only, 12 w.

Shell Aviation Corp., granted aviation aircraft license, 3105 kc., 2 w.; American Airways, Inc., granted aviation license; frequencies, 3222.5 day only, not to be used within 300 miles of Canada or Mexico; 4917.5 day only, not to be used within 600 miles of Mexico; 3232.5, 3242.5, 3257.5, 3447.5, 3457.5, 3485, 5602.5, 5632.5 and 3105 kc., 500 w.; Western Air Express, Inc., granted aviation license; frequencies 3105, 2906, 3072.5, 3082.5, 3088, 4967.5,
4987.5, 5510, 5540, 5672.5 kc., 50 w. (available to March 1, 1933 only); WND, American Telephone and Telegraph Co., Hialeah, Fla., granted fixed public point-to-point telegraph license; frequencies 4097.5 kc., 400 w., directed toward Bahama Islands.

Set For Hearing

The Building Industries Broadcasting Co., Cincinnati, O., requests CP, 900 kc., 250 w., daytime hours of operation.

Broadcasting Applications Received

Radio Investment Co., Newark, N.J., CP for new station to use 1450 kc., 250 w., shares with WHOM, to use one-fourth time; requests facilities of WBMS, Hackensack, N.J.; WRBX, Richmond Development Corp., Roanoke, Va., mod. of license to change hours from shares equally with WHIS to share time with WHIS, resubmitted without change; International Broadcasting Corp., Shreveport, La., CP for new station to use 850 kc., 10 kw. Hours now used by KWKH which are: Daily, exc. Sunday, 6 a.m. to 8 a.m., 8:30 p.m. to 12 midnight; Sundays, 7:45 p.m. to 12 midnight; Sundays during Lent, 9 p.m. to 12 midnight. Requests all facilities of KWKH, Shreveport, La.

WTAQ, Gillette Rubber Co., Eau Claire, Wis., mod. of license to change hours from shares with KSCJ to same hours 7 a.m. to 8 p.m. in order to provide for simultaneous day operation with KSCJ to local sunset; KXL, KXL Broadcasters, Portland, Oreg. license to cover CP issued Aug. 30, 1932, to move main transmitter different room, same building; New, Copper Electric Co., Lowell, Ariz., CP for new station to use 1110 kc., 50 w., unltd. hours, resubmitted and amended as to transmitter and studio location, frequency, power and hours. Now requests 1200 kc., 100 w. daytime. (Studio location previously requested was Bisbee, Ariz.)

The following application for renewal of license has been resubmitted:

WBAL, Consolidated Gas Electric Light & Power Co., of Baltimore, Baltimore, Md., 1060 kc., 10 kw., shares WTIC.

New, John E. McGoff, Julius Schaeffer, Francis Thurston, Newport, R.I., c.p. for new station to use 1500 kc., 100 w., nine hours per day; WGAL, Inc., Lancaster, Pa. CP to make changes in equipment and change power from 100 w. to 100 w. night, 250 w. day power to be reduced two hours prior to local sunset; New, Altoona Brdcstg. Corp., Altoona, Pa., CP for new station to use 620 kcs., 1 w. daytime hrs.; WAZL, Herman G. Halsted, Hazelton, Pa., vol. assignment of CP granted Sept. 13, 1932, for new station to Hazelton Brdcstg. Service, Inc.; WFBC, Virgil V. Evans, Greenville, S.C., vol. assignment of CP granted Nov. 22, 1932, to Greenville-News-Piedmont Co.; New, Kathryn Jones, Florence, Ala., CP for new station to use 1420 kcs., 100 w. daytime;

KWWG, Brownsville, Tex., install frequency control; WJBO, Valdemar Jensen, New Orleans, La.., vol. assignment of lic. to Baton Rouge Brdcstg. Co.; with CP to the latter for removal of transmitter and studios to Baton Rouge, install new equipment; WBBC, Brooklyn Brdcstg. Corp., Brooklyn, N.Y., mod. of lic. to change hours of operation from share with WLTH, WCGU and WFOX to share with WLTH and WFOX; requests facilities of WCGU, Brooklyn, N.Y.; New, News-Times Pub. Co., El Dorado, Ark., CP for new station to use 1500 kcs., 50 w., daytime; KTHS, Hot Springs Chamber of Commerce, Hot Springs, Ark., spec. auth. to operate on 970 kcs. daytime; 1040 kcs. night; eight hours daytime; share KRLD night, experimentally; amended to eliminate request to be allowed to operate minimum of five hours daily during time using 970 kcs.; WSB, Atlanta Journal Co., Atlanta, Ga., mod. of CP issued Nov. 17,1931, to extend date of completion to March 17, 1933; New, W. L. Gleeson, Salinas, Calif., CP for new station to use 1210 kcs., 100 w., unlimited hours; quota units formerly assigned to KMJ, Fresno, Calif., resubmitted and amended to omit request for quota units formerly assigned KMJ; KGFL, Inc., Raton, N. Mex.; mod. of cp issued May 17, 1932, to change location of transmitter and studio to Roswell, N. Mex., amended to give exact transmitter location 511 W. Sixteenth Street and studio 120 East Third Street, Roswell, N. Mex.

Applications- Other Than Broadcasting

WEEX, American Radio News Corp., Tinley Park, Ill.; mod. of CP for ext. of compl. date to Aug. 1, 1933; point-to-point telegraph station; KGTY, Aeronautical Radio, Inc., Butte, Mont., license covering CP for 2906, 3072.5, 3082.5, 3088, 5510, 5540, 5672.5, 5692.5 kcs., 400 w., aero station; W8XW, Victor George Martin, Rochester, N.Y., license covering CP for 41,000, 51,400, 60,000-400,000 kcs., 50 w., gen. exp. station; New, Police Department, Phoenix, Ariz., license covering CP for 2430 kcs., 100 w., municipal police station;

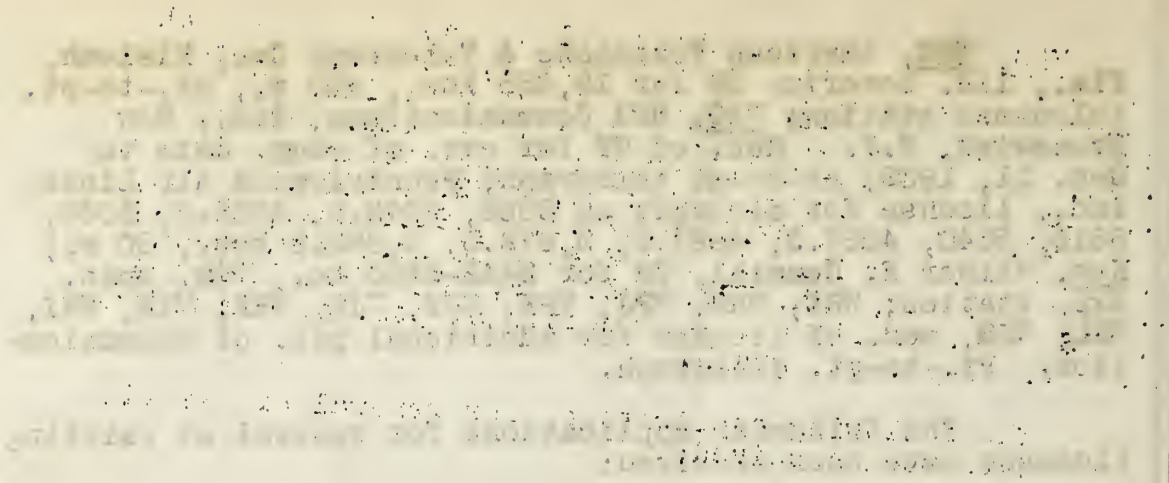
WNC, American Telephone & Telegraph Co., Hialeah, Fla., lic. covering CP for 15,055 kcs., 400 w., pt.-to-pt. telephone station; WAC, RCA Communications, Inc., New Brunswick, N.J. Mod. of CP for ext. of comp. date to Dec. 11, 1932; pt-to-pt telegraph; Pennsylvania Air Lines, Inc., license for aircraft on 2906, 3072.5, 3082.5, 3088, 5510, 5540, 4967.5, 4987.5, 5,672.5, 5,692.5 kcs., 50 w.; New, Wilber E. Gemmill, CP for 2442-2500 kc., 7½w. spec. exp. station; WRK, WRM, WPJ, WPK, WJP, WJQ, WRP, WEE, WHI, WHL, WJS, mod. of license for additional pts. of communication. Pt.-to-pt. telegraph.

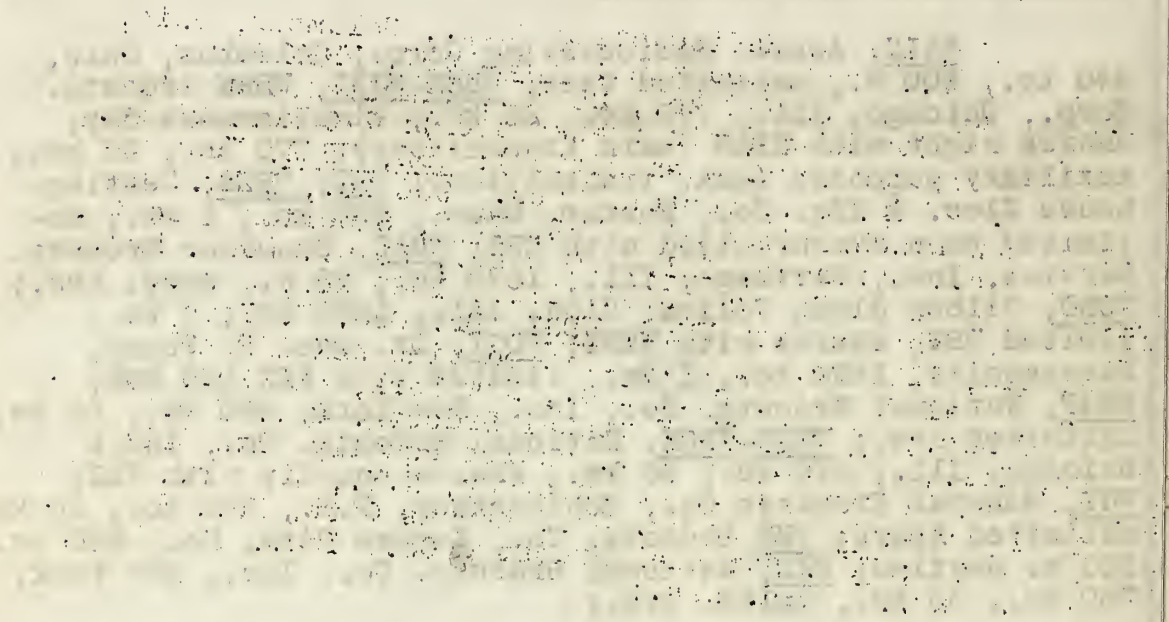
The following applications for renewal of existing licenses have been received:

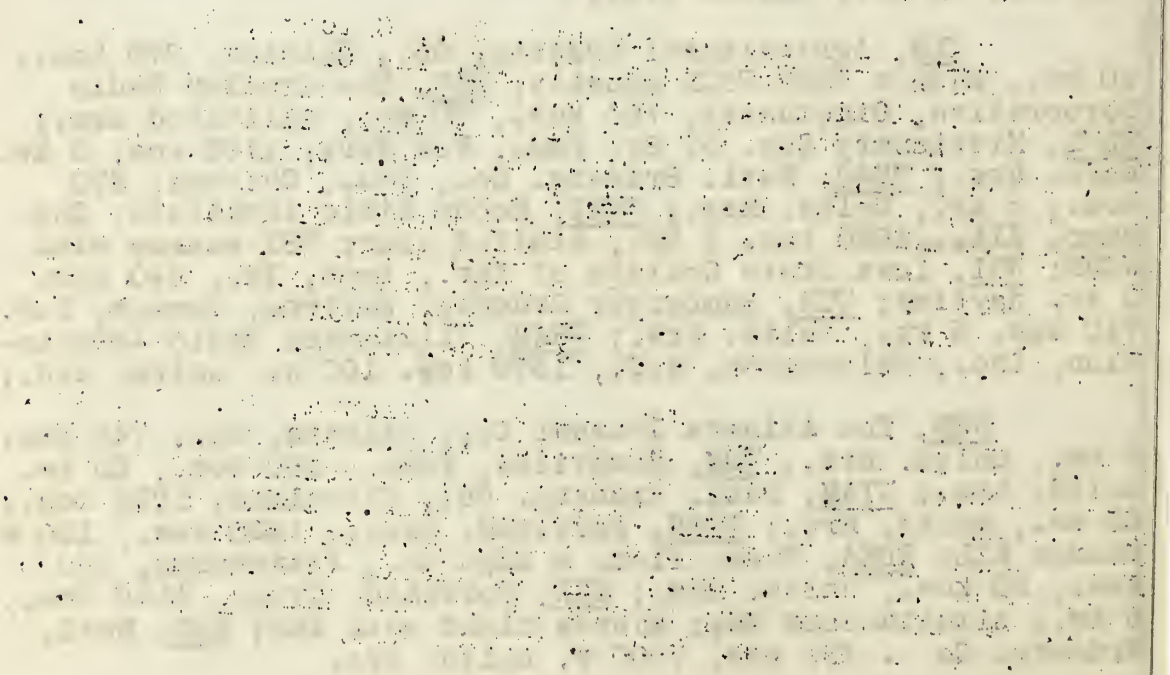
WAIU, Assoc. Radiocasting Corp., Columbus, Ohio, 640 kc., 500 w., unlimited time; WBBM-WJBT, WBBM Brdcstg. Corp., Chicago, Ill., 770 kc., 25 kw., simultaneous day, shares night with KFAB (main transmitter); 770 kc., 25 kw., auxiliary purposes (aux. transmitter); WBZ, WBZA, Westinghouse Elec. & Mfg. Co., Boston, Mass., 990 kc., 1 kw., unlimited when synchronized with WBZ; WCAZ, Superior Brdcstg. Service, Inc., Carthage, Ill., 1070 kc., 50 w., spec. hrs.; WCBD, Wilbur Glenn Voliva, Zion, Ill., 1080 kc., 5 kw., limited WBT, shares with WMBI; WDGY, Dr. Geo. W. Young, Minneapolis, 1180 kc., 1 kw., limited time KEX AND KOB; WEAF, National Brdcstg. Co., Inc., New York, 660 kc., 50 kw., unlimited hrs.; WENR-WBCN, National Brdcstg. Co., Inc.k Chicago, Ill., 870 kc., 50 kw., shares equally with WLS; WGY, General Electric Co., Schenectady, N.Y., 790 kc., 50 kw unlimited hours; WHB Brdcstg. Co., Kansas City, Mo., 860 kc., 500 w. daytime; WJZ, National Brdcstg. Co., Inc., New York, 760 kc., 30 kw., unltd. hrs.;

WLS, Agricultural Brdcstg. Co., Chicago, 870 kcs., 50 kw., shares WENR-WBCN equally; WLW, The Crosley Radio Corporation, Cincinnati, 700 kcs., 50 kw., unlimited hrs.; WLWL, Missionary Soc. of St. Paul, New York, 1100 kcs, 5 kw. spec. hrs.; WMAQ, Natl. Brdcstg. Co., Inc., Chicago, 670 kcs., 5 kw., unltd. hrs.; WMBI, Moody Bible Institute, Chicago, Ill., 1080 kcs. 5 kw., limited time; WBT shares with WCBD; WOI, Iowa State College of Agr., Ames, Ia., 640 kcs. 5 kw. daytime; WOR, Bamberger Brdcstg. Serivce, Newark, N.J. 710 kcs. 5 kw., unltd. hrs.; WRAM, Wilmington Radio Association, Inc., Wilmington, N.C., 1370 kcs. 100 w., unltd. hrs.;

WSB, The Atlanta Journal Co., Atlanta, Ga., 740 kcs. 5 kw., unltd. hrs.; WSM, Nashville, Tenn., 650 kcs., 50 kw. unltd. hrs.; WTAM, Natl. Brdcstg. Co., Cleveland, 1070 kcs., 50 kw., unltd. hrs.; WBPS, Portland, Oreg., 1420 kcs., 100 w. shares KXL; KDKA, West. Elec. & Mfg. Co., Pittsburgh, 980 kcs., 50 kew., unltd. hrs.; KEX, Portland, Oreg., 1180 kcs., 5 kw., simultaneous day; shares night with KOB; KGO, Natl. Brdcstg. Co. . 790 kcs. 7500 w. unltd. hrs.







HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING WASHINGTON, D. C.

ISSUED TWICE A WEEK AND CONTAINING THE LATEST INFORMATION REGARDING THE RULINGS OF THE FEDERAL RADIO COMMISSION, RADIO LEGISLATION, DEPARTMENT OF COMMERCE REGULATIONS, CHANGES IN WAVELENGTH, CALL LETTERS AND POWER, PATENTS, EXPORTS, FEDERAL TRADE COMMISSION RULINGS AND OTHER MATTERS OF INTEREST TO BROADCASTERS AND MANUFACTURERS. :: :: CONFIDENTIAL—NOT FOR PUBLICATION. :: ::

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DEC 1932
J. W. JOHNSTONE

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No. 584

DEC 1932

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COLUMBIA TO HAVE VICE-PRESIDENT AT CAPITAL

Having just expended about $100,000 strengthening its facilities in the National Capital through the acquisition of the 10,000 watt station WJSV, the Columbia Broadcasting System will follow this by an expansion of its executive staff to include a vice-president who will reside in Washington. He will take charge of legislative and other matters pertaining to Columbia which has grown until it now has affiliated stations in more than 80 cities throughout the United States.

The new resident vice-president, it has been learned, will be Henry A. Bellows, of Minneapolis, former Federal Radio Commissioner, and Chairman of the Legislative Committee of the National Association of Broadcasters. Mr. Bellows, a Democrat, is expected to find his duties congenial here in the new administration due to the fact that he is an old friend of President-elect Roosevelt.

In fact, Mr. Bellows attended Harvard with Mr. Roosevelt. Both graduated from there, Mr. Bellows in 1906, and Mr. Roosevelt in 1904.

Due to the practical experience Mr. Bellows has had in building up Station WCCO and his experience on the Federal Radio Commission, his new assignment is expected to result in wider national activities for Columbia. Also to foreshadow WJSV becoming one of Columbia's key stations.

Under the new set-up Harry C. Butcher, heretofore Washington representative, will retain pretty much his old duties but will be able to devote considerably more time to the growing needs of WJSV, just now getting into its stride. Columbia here has had a personnel of hardly more than a dozen persons, whereas its competitor, the National Broadcasting Company operating WRC, has 40 persons on its payroll.

Mr. Butcher recently added two announcers to his staff, Warren Sweeney, formerly of WMAL in Washington, and Harold Gray, of WDBJ, Roanoke, Va. DeWalt Willard, a WJSV announcer, has been transferred to the commercial department of WJSV.

Although WJSV, under the new management has only been on the air a little over a month, Mr. Butcher said that a survey just completed revealed the fact that it had already become the principal station of Columbia in its ability to reach New England cities.

Among the States now within the reliable service range of WJSV, Mr. Butcher said, were Virginia, Maryland, Pennsylvania, and New York, in addition to the territory above mentioned. In fact, favorable reports have been received from 28 States in this country and 4 provinces in Canada. The station is said to be heard particularly well in New Brunswick and Nova Scotia.

Since it has always been nip and tuck between NBC and Columbia, it is safe to assume that Columbia's lead in Washington will be quickly followed by its competitor. This was clearly foreseen at the time Columbia acquired a 10,000 watt transmitter. WRC, the NBC station, is using only 500 watts, whereas WBAL in Baltimore is rated at 10,000 watts, and 50,000 watt stations in other cities are becoming numerous.

The NBC is known to be anxious to secure an outlet for its WJZ network in the Capital and for sometime has endeavored to secure another local station, notably WMAL, which is now operating independently. Should the NBC find a way to increase the power of WRC, or the number of its local stations, it is predicted that Columbia will endeavor to step WJSV up to 50,000 watts.

Mr. Bellows, the new Columbia resident vice-president in Washington, was born in Portland, Me. in 1885. After graduating from Harvard, he became a professor in rhetoric there, and later the editor of the Bellman in Minneapolis. Then he began with WCCO.

Mr. Bellows is an expert publicist and when acting as spokesman for the Federal Radio Commission made his press conferences so interesting that frequently he had as many newspaper correspondents present at the Commission as attended the White House press conferences of President Coolidge.

The assignment of Mr. Bellows to Washington doubtless will silence the rumor that he is apt to be reappointed to the Federal Radio Commission by President Roosevelt. Mr. Bellows will assume his new duties in Washington January 1st.

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COLONEL McCLELLAND RESPONDS TO COLORS

You don't know Lieut. Colonel McClelland? Of course you do! He's none other than George F. McClelland, Assistant to the President of the NBC.

George was in Washington Saturday representing the radio interests in the Selective Service Advertising Group of the Officers Reserve Corps of the Army.

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WILL COMMISSION BE TRANSFERRED BACK TO COMMERCE DEPT?

In view of President Hoover's statement that he has under consideration further consolidations and groupings in the different government departments, in addition to the sweeping changes advocated last week, there is conjecture as to whether or not the President may recommend sending the Federal Radio Commission back to the Department of Commerce. Up to the present, however, there are no indications that he has the Radio Commission in mind in these mergers.

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RADIO REPRESENTED AT GRIDIRON

Among those identified with the radio industry who attended the Gridiron Dinner in Washington last Saturday night were M. H. Aylesworth, Capt. Taylor Branson, Gene Buck, Louis Caldwell, Maj. Gen. James G. Harbord, H. V. Kaltenborn, Lynne M. Lamm, Thomas P. Littlepage, G. F. McClelland, and David Sarnoff.

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RADIO CONFERENCE IN MADRID CLOSES

President Alcala Zamora closed the International Radio and Telegraph Conference, which had been working on technical differences in world's communication systems since early in September, on Friday, December 9th. On Saturday the delegates, who are from nearly every country and colony, will sign a general convention and sets of regulations for radio, telephone and telegraph. The United States delegates signed the radio regulations only.

Very little change was made in the regulations of the Washington convention of 1927, the sharp differences among all nations on vital questions having made it impossible to iron out the difficulties, particularly in broadcasting.

Radio interference between Russia and Europe and the granting of four broadcasting bands asked by the United States were among the unsolved problems. The most important development in this field was the decision to hold a conference in Switzerland before June, and a tacit understanding for the holding of a conference of delegates from the United States, Mexico, Canada and Cuba.

Aviation wireless received greater recognition in wave allotments and the space between 2300 and 3000 kilocycles, hitherto unused, was made available to the United States for short-wave broadcasting. More space was made available for European long-wave broadcasting, due to restrictions of ship-to-shore signals, which, however, will not make it necessary for 15,000 ships to change their apparatus.

Cairo was the only city proposed for the 1936 conference. The American delegates will sail for New York on the liner Manhattan on Thursday, December 15.

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GENERAL ELECTRIC GIVES UP RCA STOCK

The directors of the General Electric Co. at a special meeting voted to distribute one share of the Radio Corporation of America for every six shares of General Electric common stock held. The distribution will be made on Feb. 20, 1933, to stockholders of record of Dec. 16. Scrip will be issued for fractional shares.

This action is in accordance with the decree entered in the Federal Court in Wilmington, Del. on Nov. 21, which ordered General Electric to distribute about one-half of its holdings in the Radio Corporation within three months and the balance within three years.

Inasmuch as there are 28,845,927 shares of General Electric common stock outstanding, 4,807,654½ shares of Radio common stock will be distributed to 178,580 holders of General Electric shares. This will leave 381,100 shares of Radio common and 27,080 shares of the corporation's Class A preferred stock in General Electric's treasury.

At Friday's closing price of 5½ for Radio common shares, the total distribution by General Electric amounts to $26,442,100. The return of $5.50 to the holder of six General Electric shares, valued at $94.50 on the basis of Friday's closing at 15¾ a share, amounts to 5.82 per cent. Inasmuch as the average holding of General Electric stock is 161½ shares by each stockholder, the average distribution will be 26.92 shares of Radio stock, worth about $148 at Friday's closing prices.

Directors of Westinghouse Electric and Manufacturing Co. may take similar action at their next meeting this month, including preferred as well as common shareholders on an equal basis in the distribution. Westinghouse owns 2,842,950 common and 50,000 Class A preferred shares of the Radio Corporation, and has 2,586,181 common and 79,974 preferred shares of its own outstanding.

A distribution of one Radio common share for each Westinghouse common and preferred share is possible in this case, however. Westinghouse is affected by the same obligations to dispose of its holdings as General Electric. A one-for-one distribution would leave Westinghouse with 176,795 common and 50,000 Class A preferred shares of the Radio Corporation.

The action of General Electric directors, known during market hours, had a favorable effect on General Electric and Westinghouse shares, and Radio stock closed1/8 lower after fairly active fluctuations. Moving between 5¾ and 5, the stock closed at 5½ following transactions of 13,900 shares. General Electric moved between 14-5/8 and 16, closing at 15¾, up 5/8 point, after a turnover of 21,100 shares. Westinghouse ended at 28, up ¾, after moving between 28-3/8 and 26-3/8, with the trading amounting to 10,600 shares.

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NBC NEW ACCOUNTS AND RENEWALS

NEW - Florida Citrus Clearing House Association (Grapefruit and Oranges), Winter Haven, Florida; Agency - N. W. Ayer & Son, Inc., Starts December 5, 1932 for 16 weeks; KDKA - 2-2:30 P.M., Wed., Fri. Home Forum Cooking School; WBZ and WBZA, 3:30-4:00 P.M., Mon., Fri. Same; WGY, 9:30-9:45 A.M. Mon.Wed., Fri., Market Basket; WMAQ, 3:00-3:30 P.M.CST, Mon., Wed., Fri. Woman's Calendar; WTAM - 11:30-11:45 A.M. daily exc. Sunday, Household Chats; WRC - 1 daytime announcement each weekday for 100 days, Mon. Thurs. Sat.

NEW - Harold F. Ritchie & Co. (Eno), New York City; Agency - N. W. Ayer & Son, 500 Fifth Avenue; Starts Jan. 3, 1933 for 52 weeks; Time - Tues. & Wed., 8:00-8:30 P.M. EST, Basic Blue Network; Program - "The Eno Crime Club" - mystery drama.

NEW - Continental Baking Co. (Wonder Bread), 285 Madison Ave., New York City; Agency - Batten, Barton, Durstine & Osborn, 383 Madison Ave., Starts Dec. 5, 1932 for 6 programs; WMAQ only; Program - announcements.

RENEWAL - Standard Brands, Inc. (Fleischmann's Yeast), 595 Madison Ave., New York City; Agency - J. Walter Thompson Co., 420 Lexington Ave., New York City; Starts - Jan. 5, 1933 for 52 weeks; Time - Thursdays, 8:00-9:00 P.M., EST; Network - WEAF, WEEI. WJAR, WTAG, WCSH, WFI, WRC, WGY, WBEN, WCAE, WTAM, WWJ, WCKY, WSAI, WMAQ, KSD, WOW, WFBR, (WOC, WHO 8-8:45); (WDAF 8-8:30); CKGW, CFCF, WEBC, KSTP, WDAY, KFYR, (WTMJ 8:15-9) WRVA, WJAX, WIOD, WFLA, (WSM 8:30-9); WMC, WSB, WAPI, WJDX, WSMB, WKY (WBAP 8:30-9); KPRC, KTAR, KOA, KDYL, KGO, KFI, KHQ, KWG, KOMO; Program - "The Fleischmann Hour" - Rudy Vallee and his orchestra and various guest artists.

RENEWAL - Standard Brands, Inc. (Chase and Sanborn Coffee), 595 Madison Ave., New York City; Agency - J. Walter Thompson Co. 420 Lexington Avenue, New York City; Starts January 1, 1933 for 53 weeks; Sundays 8:00-9:00 P.M., Est.; Network - WEAF, WTIC, WJAR, WTAG, WCSH, WLIT, WRC, WGY, WBEN, WCAE, WTAM, WWJ, WCKY, WSAI, WMAQ, KSD, WOC, WHO, WOW, WDAF, WFBR, CKGW, WEBC, CFCF, KSTP, WTMJ, WDAY, KFYR, WIS, WIOD, WFLA, WWNC (WSM 8-8:30) WMC, WSB, WJDX, WMB, KVOO, WKY, WFAA, KPRC, WOAI, KOA, KDYL, KGO, KFI, KGW, KOMO, KHQ, KTAR, KFSD; Program - "The Chase and Sanborn Hour" - orchestra and guest artists.

CHANGE - Horlick's Malted Milk Co. - WJZ; Program "Adventures in Health"; Day and Time - Tuesday and Friday, 8:30-8:45 P.M.; Change in schedule - On Dec. 13 and thereafter this program will be changed to Tues. and Fri. 8:30-8:45 P.M. EST Tuesday only 8:30-8:45 P.M. and 11:45-12:00 Mid.; Tuesday 11:45-12: Mid. Network: KGO, KGW, KOMO, KHQ, KOA, KDYL (KFI start 1/3).

CHANGE - Smith Brothers -WJZ; Program - "Smith Brothers - Trade and Mark"; Day and Time - Sunday 9:15-9:30 P.M. EST; Change in schedule-On Jan. 1, 1933 and thereafter this program will be changed to Sunday 7:45-8:00 PpM. EST. The last program on the old schedule will be given Dec. 25, 1932.

NEW - Julius Grossman, Inc. (Shoes), 372 de Kalb Ave., Brooklyn, N. Y.; Agency - Leon A. Friedman, 155 E. 44th St., N.Y. City; Starts - Dec. 11, 1932 for 13 weeks; Time - Sundays, Dec. 11 and 18 - 12:45-1:00 P.M., EST; Dec. 25 and thereafter 12:--12:15 P.M., EST; WJZ only; Program - "Baby Rose Marie".

RENEWAL - Lambert Pharmacal Co. (Listerine and Listerine Tooth Paste);, 250 Park Ave., N.Y.City; Agency - Lambert & Feasley, Inc., 400 Madison Ave., New York City; Starts December 19, 1932 for 13 weeks Mon., Tues., Wed., 8:45-9:00 P.M. EST; Basic Blue Network except KSO; Canadian exc. on Monday; Program - "Phillips Lord in 'The Country Doctor'" - dramatic sketch with Phillips Lord.

NEW - Sun Oil Co. (Gasoline & Oil), Philadelphia, Pa.; Agency Roche Williams & Cunnyngham, 1500 Chestnut St., Philadelphia, Pa.; Starts December 18, 1932 for 13 weeks, Sundays 5:00-5:15 P.M. EST; Network - WEAF, WTAG, WEEI, WJAR (WFI alternate Sun. starting 12/25) WFBR, WRC, WGY, WBEN, WTAM, WWJ, WSAI, WCAE; Program - "Lowell Thomas - Today's News" - Lowell Thomas giving news items.

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RCA RADIO SERVICE AGREEMENT RENEWED BY SHIPPING BOARD

C. J. Pannill, Executive Vice-President of the Radio-marine Corporation of America, announced last week that the United States Shipping Board has renewed its radio service agreement by which RCA will supply radio service during 1933 to all Shipping Board vessels, of which there are at present eighty-two in service.

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"HOLLYWOOD" HEARS FROM 'EM ALL

First "Hollywood" McCosker, of Station WOR, Newark, received a letter congratulating him on his election as President of the National Association of Broadcasters from President Hoover. Then from Gov. A. Harry Moore of New Jersey.

At this rate, it will not be surprising if King George and Mussolini are heard from next.

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DILL DECLARES DECISION NULLIFIES RADIO ACT

When the decision of the District Court of Appeals, reversing the Radio Commission decision calling for the elimination of Stations WIBO and WPCC, Chicago, in favor of WJKS, Gary, Ind., was received at the Capitol, Senator Dill, Democrat, of Washington, co-author of the Radio Act declared that it practically nullifies the Davis amendment to equalize radio facilities. Senator Dill, who is expected to continue to be an important factor in radio in the Roosevelt administration, and who is very close to Mr. Roosevelt personally, urged the Radio Commission to carry the case to a higher court.

"I shall not attempt to discuss the merits of the case other than to call attention to the fact that in this case the commission granted the State of Indiana a wave length which had been used by the State of Illinois, the State of Illinois having 55 per cent more than its quota", Senator Dill said, addressing the Senate, "and the State of Indiana having 22 per cent under its quota; yet the majority opinion of the court declares that there is still a fair and equitable allocation under the law.

"It is such a far-fetched interpretation of ordinary language that it does not seem possible that a court could have written such a decision; and I sincerely hope the Radio Commission will carry this case to the Supreme Court of the United States".

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RECEIVERS FOR MOTOR LIFE BOATS

Lieut. Comdr. E. M. Webster is studying the problem of installing police type radio receivers in the motor life boats of certain Coast Guard stations which are within reliable range of radio stations. It is believed that if the life boats could be controlled from ashore in a manner similar to that in which police scout cars are controlled in a city, many useless trips would be eliminated.

As an example, some time ago a call was received by a station on the Lakes that a yacht was long overdue and requested that the Coast Guard send out a searching party. The point where the yacht was supposed to be was forty miles distant so a motor life boat was dispatched. Within thirty minutes after the boat had departed a second call was received which said that the yacht had been located and was safely anchored in some small boy. There was no way in which the life boat could be informed of this fact, consequently, it traveled the entire eighty miles.

Many instances similar to this have been recorded during the past few months.

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SOVIET LAUNCHES RADIO 5-YEAR PLAN

Contrasting with the more or less happenstance growth of radio in America and the rest of the world in the 35 years or so since Marconi first demonstrated practical wireless telegraphy and in the 12 years since vocal and musical broadcasting was introduced, Soviet Russia has embarked upon a new Five-Year Plan of radio development that probably will enable it to catch up with the rest of the world, writes Martin Codel, well-known radio commentator.

"Russia's radio, indeed, adapting as it does the best features of the radio arts and sciences of other countries, may within another generation even surpass the remarkable achievements of the United States, England and Germany, hitherto the world leaders in almost every field of radio", Mr. Codel goes on.

"Plans for broadcasting stations with powers ranging from 100,000 to 1,000,000 watts, for something like 1,000 new short-wave stations to furnish an overland long distance radio-telephone service and for schools and laboratories to turn out technicians by the thousands to furnish the man-power for this system - these are some of the features of Russia's tremendous radio scheme described by Dr. Louis Cohen, eminent American radio scientist, who has just returned from that country.

"Engaged by the Soviet Weak Current Trust as a consultant, Dr. Cohen spent two months in Russia, and is continuing some of his consulting work for the Soviets here, instead of spending a year in Leningrad, as he previously planned.

"His Russian observations, in an interview with the writer, were in no way concerned with the politics of the Soviet idea. Rather, he described only actual or projected radio accomplishments as he viewed them or as they were outlined to him by his technical colleagues during his tour. Part of his duties included lecturing to scientific groups at the electrical institutes in Moscow and Leningrad.

"The basic plan of radio development in Russia, according to Dr. Cohen, is to co-ordinate radio with all other forms of communication, and to use radio as it fits best into the national scheme of economy. Dr. Cohen found a tremendous respect in all quarters for American radio science, and especially for the products of American factories, although Russia is buying far less radio equipment from this country than it did up to two years ago; first, because it is now turning out its own equipment on a tremendous scale and, secondly, because it cannot always get the credit it wants for imports due to the political situation.

"Five broadcasting stations of 100,000 watts power have already been built, and 10 more of like power are projected under the new Five-Year Plan which began with the anniversary of the revolution last month. One station of 500,000 watts, near Moscow, is about to go into operation - the highest-powered station in the world. Plans for a 1,000,000-watt station are to be considered at a conference of technicians in Moscow this month."

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APPLICATIONS RECEIVED BY RADIO COMMISSION

Dec. 3 - John E. McGoff, Julius Schaeffer, Francis Thurston, Newport, R. I., C.P. for new station to use 1500 kcs., 100 watts, nine hours per day; WGAL, WGAL, Inc., Lancaster, Pa., C.P. to make changes in equipment and increase operating power from 100 watts to 100 watts night, 250 watts day, power to be reduced two hours prior to local sunset; WAZL, Herman G. Halsted, Hazleton, Pa., voluntary assignment of C.P. granted 9/13/32 for new station to Hazleton Broadcasting Service, Inc.; Altoona Broadcasting Corp., Altoona, Pa., C.P. for new station to use 620 kcs., 1 KW, daytime hours; WFBC, Virgil V. Evans, Greenville, S. C., voluntary assignment of C.P. granted 11/22/32 to Greenville-News-Piedmont Co.; Kathryn Jones, Florence, Ala., C.P. for new station to use 1420 kcs., 100 watts, daytime; KWWG, Frank P. Jackson, Brownsville, Tex., install frequency control; WJBO, Valdemar Jensen, New Orleans, La., voluntary assignment of license to Baton Rouge Broadcasting Co., Inc.; WJBO, Baton Rouge Broadcasting Co., Inc., New Orleans, La., C.P. to move transmitter and studio to Baton Rouge, La., install new transmitter and other changes in equipment.

The following applications for renewal of license have been received: WAIU, Associated Radiocasting Corp., Columbus, Ohio, 640 kcs., 500 watts, limited time; WBBM-WJBT, WBBM Broadcasting Corp., Chicago, Ill., 770 kcs., 25 KW, simultaneous day, shares night with KFAB (Main transmitter); also 770 kcs., 25 KW, auxiliary purposes (auxiliary transmitter); WBZ, Westinghouse Electric & Mfg. Co., Boston, Mass., 990 kcs., 25 KW, unlimited when synchronized with WBZA; WBZA, Same Co., 990 kcs., 1 KW, unlimited when synchronized with WBZ; WCAZ, Superior Broadcasting Service, Inc., Carthage, Ill. 1070 kcs., 50 watts, specified hours; WCBD, Wilbur Glenn Voliva, Zion, Ill., 1080 kcs., 5 KW, limited WBT, shares with WMBI; WDGY, Dr. Geo. W. Young, Minneapolis, Minn., 1180 kcs., 1 KW, limited time KWX and KOB; WEAF, National Broadcasting Co., Inc., 660 kcs., 50 KW, unlimited hours main and auxiliary transmitters; WENR-WBCN, National Broadcasting Co., Chicago, Ill., 870 kcs., 50 KW, shares equally with WLS (main and auxiliary transmitters); WGY, General Electric Co., Schenectady, N. Y., 790 kcs., 50 KW, unlimited hours; WHB, WHB Broadcasting Co., Kansas City, Mo., 860 kcs. 500 watts, daytime; WJZ, National Broadcasting Co., Inc., 760 kcs., 30 KW, unlimited hours, main and auxiliary transmitters.

Also, WLS, Agricultural Broadcasting Co., Chicago, Ill., 870 kcs., 50 KW, shares with WENR-WBCN equally; WLW, The Crosley Radio Corp., Cincinnati, Ohio, 700 KCS., 50 KW, unlimited hours; WLWL, Missionary Society of St. Paul the Apostle, New York, N. Y. 1100 kcs., 5 KW, specified hours; WMAQ, National Broadcasting Co., Inc., Chicago, Ill., 670 kcs., 5 KW, unlimited hours; WMBI, The Moody Bible Institute, Chicago, Ill., 1080 kcs., 5 KW, limited time, WBT, shares with WCBD; WOI, Iowa State College of Agriculture and Mechanic Arts, Amos, Iowa, 640 kcs., 5 KW, daytime; WOR, Bamberger Broadcasting Service, Newark, N. Y., 710 kc. 5 KW, unlimited. WRAM, Wilmington Radio Association, Inc., Wilmington, N. C., 1370 kcs., 100 watts, unlimited hours.

Also Stations WSB, Atlanta, Ga.; WSM, Nashville, Tenn.; WTAM, Cleveland, Ohio; KBPS, Portland, Oreg.; KDKA, Pittsburgh, Pa.; KEX, Portland, Ore.; KGO, National Broadcasting Co., Inc., San Francisco, Calif., KJR, Seattle, Wash.; KMMJ, Clay Center, Nebr.; KOA, Denver, Colo.; KPO, San Francisco, Calif.; KVOO, Tulsa, Okla; KYW-KFKX, Chicago, Ill.; KXL, Portland, Ore.

December 7 - (Other Than Broadcasting) - American Telephone and Telegraph Co. Lawrenceville, N. J. license for 4752.5 kc., 20 KW, point-to-point telephone station; Same Co., Ocean Gate, N. J., license for 4752-5 kc., 20 KW, point-to-point telephone station; WEN, R.C.A. Communications, Inc., New Brunswick, N.J. C.P. for additional equipment, additional frequency of 14815 kc. and increase in power to 40 KW, point-to-point telegraph station; National Battery Broadcasting Co., W9XAY, Portable, license for broadcast pickup station, 1566, 2390 kc., 7½ watts; Robert Donovan Weaver, Dearborn, Mich., C.P. for 8 to .020 kc., 1.6 watts, special experimental station; Santa Cruz Oil Co., San Francisco, Calif.: C.P. for 53,000 kc., 20 watts, general experimental station; aboard S.S. "Lake Miraflores", 50,000 kc., 20 watts. There were also received 150 applications for amateur station licenses.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted
(Dec. 9, 1932)

WFBC, Virgil V. Evans, Greenville, S. C., consent to voluntary assignment of C.P. to Greenville-News Piedmont Co.; KICA, W. E. Whitmore, Clovis, N. Mex., consent to voluntary assignment of license to Southwest Broadcasting Co.; KFPM, The New Furniture Co., Greenville, Tex., special authority to operate from 3 to 6 P.M., CST, Dec. 9; WSYB, Philip Weiss Music Co., Rutland, Vt., special authority to operate from 11 A.M. to 12 noon, EST on Sundays only, for remainder of license period.

Also, Radiomarine Corp. of America: WBL, Buffalo, N.Y. mod. of Marine relay license to change hours of operation to - continuous except day only on 11040 kc., during season of Great Lakes Navigation, granted same for fixed public, point-to-point telg. license and public coastal license; WCY, West Dover, Ohio, mod. of public coastal, marine relay, fixed public point to pt. telg. licenses to change hours of operation to - continuous except day on 11040 kc., during season of Great Lakes Navigation; WGO, Chicago, Ill., same as above for Marine Relay and public coastal Telg. lic.; WRL, Duluth, Minn., mod. of Marine Relay license same as above; WWRL, mod. of public coastal telg. lic. and pt. to pt. telg. lic. to change hours of operation to: 8 A.M. to 8 P.M. EST, daily during season of Great Lakes navigation, plus such additional hours as occasional traffic necessiates.

Also, Western Air Express, Inc.: KHOEV, KHOFU, KGOGT, KHOHS, KHOIR, KHOJQ, KHOMP, KHOLO - granted mod. of aviation aircraft license for new transmitter to operate on frequencies 2906, 3105, 3072.5, 3082.5, 3088, *5510, *5540, 5672.5, 5692.5, 4967.5, 4987.5 kc., 50 watts (*Available to March 1, 1933 only); Police Dept., City of Reading, Pa. C.P. for emergency municipal police service 2442 kc., 100 watts; RCA Communications, Inc.: WQN, Rocky Point, N. Y., license to June 1, 1933, to replace temp. extended license issued by Dept. of Commerce; freq. 5620 kc., 40 KW (this license is issued subject to any order of the Court of Appeals which may hereafter be made or entered in any case now pending before that court from a decision by the Commission); also fixed public point-to-point telg. lic. to replace temp. extended lic. issued by Dept. of Commerce, freq. 5820 kc., 40 KW, and contains same clause as above, lic. to expire June 1, 1933; KRO, Kahuku, T.H. fixed public pt. to pt. telg. lic. to June 1, 1933, to replace temp. extended authorization issued by Dept. of Commerce, freq. 5845, 40 KW, and same clause as in previous cases; WAD, Rocky Point, N.Y. mod. of C.P. to change freqs. to 4550 and 13465 kc., and extended completion date to Dec. 11; WJT, San Juan, P.R. mod. of license to change freq. to 3280, and reduce power for #3 transmitter from 1 KW to 500 watts, lic. to contain clause as indicated by WQN application above.

Renewal of Licenses

The following stations were granted renewal of licenses for the regular period: WBTM, Danville, Va.; WCBM, Baltimore; WDAS, Philadelphia; WEHS, Cicero, Ill.; WELL, Battle Creek, Mich.; WENC, Americus, Ga.; WFDV, Rome, Ga.; WHBQ, Memphis, Tenn.; WHDF, Calumet, Mich.; WHDL, Tupper Lake, N. Y.; WHFC, Cicero, Ill.; WIBM, Jackson, Mich.; WILM, Wilmington, Del.; WJBO, New Orleans, WJMS, Ironwood, Mich.; WJTL, Oglethorpe, Ga.; WKBI, Cicero, Ill.; WKBV, Connersville, Ind.; WKBZ, Ludington, Mich.; WLBF, Kansas City, Kans.; WLEY, Lexington, Mass.; WLVA, Lynchburg, Va.; WMBC, Detroit, Mich.; WMBH, Joplin, Mo.; WMPC, Lapeer, Mich.; WNBF, Binghanton, N.Y.; WPAD, Paducah, Ky.; WPEN, Philadelphia; WPFB, Hattiesburg, Miss.; WQDM, St. Albans, Vt. WRJN, Racine, Wis.; WSPA, Spartanburg, S.C.; WSYB, Rutland, Vt.; WTBO, Cumberland, Md.; WWSW, Pittsburgh, Pa.; KCRC, Enid, Okla.; KDS, Santa Barbara, Cal.; KFJM, Grand Forks, N. Dak.; KFLX, Galveston, Tex.; KFJZ, Fort Worth, Tex; KGAR, Tucson, Ariz.; KGFF, Shawnee, Okla; KGFG, Oklahoma City, Okla; KGFI, Corpus Christi, Tex.; KGFK, Moorhead, Minn; KGFL, Raton, N. Mex.; KGCC, San Francisco, KGIW, Trinidad,Colo.; KDIZ, Grant City, Mo.; KGKL, San Angelo, Tex.; KGKY,Scottsbluff, Neb.; KMAC, San Antonio, Tex.; KOMO, San Antonio, Tex.; KORE, Eugene, Ore.; KUJ, Walla Walla, Wash.; KUMA, Yuma, Ariz.; KVL, Seattle; KWCR, Cedar Rapids, Ia.; KWKC, Kansas City, Mo., KXO, El Centro, Cal.

KABC, Alamo Broadcasting Co., Inc., San Antonio, Tex., application for renewal of license set for hearing and temporary license granted subject to such action as the Commission may take on pending application for renewal.

The Commission granted 508 amateur licenses of which 161 were new, 280 renewals and 67 modifications.

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HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING WASHINGTON, D. C.

ISSUED TWICE A WEEK AND CONTAINING THE LATEST INFORMATION REGARDING THE RULINGS OF THE FEDERAL RADIO COMMISSION, RADIO LEGISLATION, DEPARTMENT OF COMMERCE REGULATIONS, CHANGES IN WAVELENGTH, CALL LETTERS AND POWER, PATENTS, EXPORTS, FEDERAL TRADE COMMISSION RULINGS AND OTHER MATTERS OF INTEREST TO BROADCASTERS AND MANUFACTURERS. :: :: CONFIDENTIAL—NOT FOR PUBLICATION. :: ::

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No. 585.

DEC 16 1932
G. W. JOHNSTONE

SUPREME COURT TEST OF DAVIS AMENDMENT LIKELY

Senator Wallace White, of Maine, is the latest to demand a Supreme Court review of the District Court of Appeals reveraal of the Radio Commission decision, calling for the elimination of Stations WIBO and WPCC, both of Chicago, in favor of WJKS, Gary, Ind. The Gary station, owned by Ralph Atlass, endeavored to secure the Chicago facilities, because Illinois is over its quota and Indiana is under the quota worked out for the state by the Davis amendment.

Senator White, who is the co-author of the Radio Act, expressed the hope that the case would go forward to the Supreme Court to the end that Congress may know whether the Davis amendment, which was aimed to equalize the country's radio facilities, "is to be respected or whether the Congressional purpose has come to naught".

"To appreciate the significance of this court decision", Senator White declared, "Senators must have in mind the legislation by which the Congress has sought to bring about a distribution of radio services to all parts of the United States and the facts which focused the attention of the Congress upon this problem and justified the legislation.

"Prior to the passage of the 1927 act the Secretary of Commerce, then issuing licenses, sought so to distribute stations as to minimize interferences between them. Under the 1912 act he had no adequate power to force a distribution of services throughout the country.

"I regret to say that little attention was at first paid to this congressional direction as to distribution. No effective effort was made to this end during the year following the enactment of the legislation; the concentration of stations in the metropolitan areas continued, and the feeling that portions of the country were being discriminated against became pronounced. It was the conviction that the southern and western zones of the country were not receiving that fair and equitable distribution of services contemplated by the 1927 act that led to the passage of the amendment of March, 1928-- the so-called Davis amendment.

"At that time, Illinois, with 1,000,000 less people, had 26 more stations than all New England. The city of Chicago alone had more stations than all New England, and all of New England was privileged to use but a little more than one-third the power permitted within Illinois.

"Turning to the immediate neighborhood of Illinois, we found that the neighboring State of Wisconsin, with one-third the population of Illinois, had but one-fourteenth the power accorded Illinois. It had 1 station authorized to use in excess of 1,000 watts; Illinois had 13 such stations.

"The Davis amendment became law in March, 1928. It declared that the people of all the zones were entitled to equality of radio broadcasting, and that in order to provide this the licensing authorities shall - this is the word of the statute-- as nearly as possible make and maintain an equal allocation of licenses, of frequencies, of power, and of time of operation to each zone, and shall make a fair and equitable allocation to each of the states in any zone according to population.

"In the Gary-Chicago stations' case, the Commission found that the State of Indiana was 22 per cent under its quota within the fourth zone, and that Illinois was 55 per cent over its quota. It rested its decision upon the grounds that the deletion of the two Illinois stations would not deprive persons within the service area of those two stations of any type of program then received by them from other stations; that objectionable interference is now experienced within the service area of the Indiana station through the operation of other stations on the same and adjacent frequencies-- that is, on the 1360 kilocycle frequency which the Indiana station was then using; that the granting of the application of the Indiana applicant would not increase interference within the good service area of any other stations; and that the granting of the Indiana application and the deletion of the Illinois stations would work a more equitable distribution of broadcasting facilities within the fourth zone.

"The court said that the commission's only apparent reason for granting the Indiana application was that Indiana was under quota, and it dismisses this as of no weight or consequence. This is a most incomplete and inaccurate statement of the commission's grounds for its decision.

"The commission rendered its decision upon the ground, among several others, that Indiana was under quota and that Illinois, where were located the two stations adversely affected, was over quota.

"The record of the case discloses, as heretofore stated, that Illinois was 55 per cent over its quota, while Indiana was 22 per cent under its quota. Indiana had only 16 stations of any power, while Illinois had 37. Indiana had but one station of 5 kilowatts, while Illinois had 11 with that power. In addition to this, all the power assigned to all of the stations in Indiana was exceeded by the power of any one of five stations in a single locality in Illinois.

"That it was the purpose of the Davis amendment that the commission should act as it did in such circumstances is not open to question. The commission respected the law of Congress, but the court did not feel itself obligated to observe it.

"The court said, 'The House committee report on the amendment states'; then it quoted from a House report. It is interesting, if not important, to note that this report was addressed to and was explanatory of the amendment in its original form and not in the form in which it became law.

"This court's decision, if it stood, would nullify the congressional intent that the commission shall find the facts in these cases, and, if followed, would render futile the effort of the Congress, through the adoption of the Davis amendment, to break down the excessive concentration of stations in limited areas and to bring about an equitable distribution of radio services throughout the country.

"The majority opinion of the court in this case, in my view, discloses a studied purpose to repeal by judicial decision a congressional act. If this opinion stands, the Davis amendment has indeed become a dead letter."

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WOULD TRANSFER COMMISSION BACK TO COMMERCE DEPARTMENT

"Personally, if I were the President, or a Senator or a Congressman, with the urgent need of economy staring me in the face", a man well known in the radio industry said, "I would seriously consider amending the radio law so as to do away with the Radio Commission entirely and transfer the machinery back to the Department of Commerce.

"I am not at all sure that the Radio Commission is not now one of the luxuries without which we could manage to exist."

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WHAT! NO RADIO?

There was quite a laugh a year or so ago when it was learned that Eugene Ormandy, then directing the Jack Frost Sugar program, didn't use sugar in his coffee. It now develops that Oswald F. Schuette, newest executive of the National Association of Broadcasters, hasn't a radio.

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AMERICAN PHILIPPINE RADIO INVESTMENT

American radio and telegraph investments in the Philippines, as brought out in debate in the Senate, amount to $298,000.

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BELLOWS SAYS HE HAS SERVED TERM

Henry A. Bellows, of Station WCCO, Minneapolis, college mate of President-elect Roosevelt, spikes the rumor that he may again be appointed to the Federal Radio Commission.

"I had not heard that my name was being mentioned in any way in connection with the commissionership", declared Mr. Bellows, who is a Democrat, "and, of course, any such mention is absurd, first because I have not the slightest idea that an appointment would be offered to me, and second, because I would certainly refuse such an offer if it were made."

Mr. Bellows will spend the greater part of his time for the next three or four months in Washington, where as a Vice President of the Columbia Broadcasting System, he will have charge of legislative and other matters of importance in connection with the chain's interests here.

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TERRELL ATTENDING RADIO DISTRESS CONFERENCE

William D. Terrell, chief, field operations division, Radio Commission, is attending the Radio Distress Conference in Cleveland, Ohio, at the invitation of Capt. H. H. Wolf, U.S. Coast Guard commander, Lakes Division. The conference will endeavor to work out a plan for better coordination and understanding among the various Federal and commercial agencies.

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WIRELESS MESSAGES POPULAR WITH JAVANESE

For the first time in the history of international wireless communications in the Dutch East Indies, messages by the Government's wireless station have exceeded those by cable, according to a trade report from Batavia, Java.

During the second quarter of 1932 the number of words sent by wireless passed those sent by cable. The ratio of wireless messages to the total was 53 per cent, while that of the cable was 47 per cent. Traffic with The Netherlands naturally represented the bulk, taking the ratio of 97 per cent, with Siam 95 per cent, with the United States 60 per cent, and with Europe, other than The Netherlands, 40 per cent.

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DAVIS-WHITE RADIO BILL REPORTED TO THE SENATE

The so-called Davis-White radio bill (H.R. 7716) providing a number of amendments to the Radio Act of 1927 was ordered favorably reported to the Senate by its Committee on Interstate Commerce, following elimination by the committee of certain provisions.

Provisions removed by the Committee include that for the transfer of the radio division of the Department of Commerce to the Radio Commission, which already has been done by Executive order. Also stricken from the bill were the provision permitting the Commission to hold hearings through examiners and the fee provision.

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STATIONS KELW AND KTM SEEK LICENSE RENEWALS

Stations KELW, Burbank, Calif. and KTM, Los Angeles, Calif. are fighting for permission to remain on the air. The Commission ordered that they be deleted. An oral argument was held on December 14 and counsel for the stations informed the Commission that the deletions are inconsistent with the meritorious service that they were performing.

Each station originally sought a renewal of its existing license sharing hours ofoperation with the other, but at the same time each sought a modification for unlimited time. Chief Examiner Ellis A. Yost, in a report to the Commission last Sept. 16, after formal hearing, recommended that the applications be rejected.

In his recommendations, the Examiner cited broadcasts of astrologers by Station KTM, operated by the Pickwick Broadcasting Corp., Ltd., Los Angeles, and cancer discussions by an unlicensed doctor over both stations. He called attention to faulty equipment of KELW, and after a consideration of the programs of each station asserted that continued operation would not serve the public interest, convenience and necessity.

Counsel for KTM, John M. Littlepage, and counsel for KELW, H. H. Shinnick, agreed at the outset of the hearing to argue only for renewal of their licenses and make no contention for the application for unlimited time. Mr. Littlepage pointed out that the service of KTM, except for the astrologic broadcasts and the cancer program, which were on the air for four times only and dropped after warning, was meritorious. He said broadcasts in the West are not like those in the East in all particulars.

Mr. Littlepage pointed out that the station did not learn at once the disfavor of such programs, but when it did learn, they were discontinued. He pointed out that there is nothing in the record to show that this station violated a single provision of the Radio Act or the Commission ruling. He cited other stations which have had their licenses renewed despite broadcasts of astrologic programs.

Attention was called to numerous requests for the assignment of the two stations following the report of the Examiner. Among these is an option of William Randolph Hearst to purchase both stations under a voluntary assignment of the licenses, now before the Commission.

Mr. Shinnick outlined the services of KELW which he said serve the peculiar needs and interests of San Fernando Valley in a manner not rendered by the 13 stations in Los Angeles. He declared KELW's equipment had met all requirements and that the service rendered is meritorious.

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NBC ISSUES REVIEW OF RADIO IN 1932

Fifty thousand broadcasts originating in the United States and twenty-two foreign countries, took 500,000 speakers, singers and musicians into American homes in 1932 through the networks of the National Broadcasting Company, according to a statement issued from the office of M. H. Aylesworth, president of NBC.

The highlights of the year were listed by month and day; the compilation required several pages.

President Hoover, speaking twenty-three times during the year (exclusive of campaign talks), headed the list of 423 government officials who were heard in more than 1,000 radio speeches. The government's activities in broadcasting were greater this year than in any previous year.

Since taking office in March, 1929, the President has been heard over the radio 91 times, setting a presidential record. Calvin Coolidge made 37 radio speeches during his seven years in office.

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BBC WILL FORMALLY OPEN DAVENTRY STATIONS

The British Broadcasting Corporation will inaugurate a new era in radio broadcasting when the powerful twin short wave transmitters at Daventry, England, are formally opened on Dec. 19. Appropriate ceremonies and programs to be heard

by millions throughout the world will mark the opening. Each transmitter has carrier output of twenty kilowatts and is capable of working on six wave lengths between 13.9 and 49.6 meters.

To provide transmissions at convenient listening times for various regions of the British Empire, five zones have been provisionally named for broadcasts and have been designated as follows: 1. Australia. 2. India. 3. South Africa. 4. West Africa. 5. Canada.

The seventeen antennae, built around a hill top site, give the station the appearance of a giant pincushion. Eleven of these towers are directional and six omni-directional. Thirty thousand feet of cable are used to link up the apparatus and sixty gallons of water per minute are circulated around the transmitters for cooling.

On Christmas afternoon, the Christmas speech of King George V will be broadcast, recorded, rebroadcast and relayed to all parts of the Empire by about 1,000 British stations and by many stations in other countries. This will mean that King George will be heard by at least 150 millions of the people of the earth, an audience whose scope and size has never before been approached.

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SCHUETTE ISSUES SPECIAL COPYRIGHT BULLETINS

The second of a series of special copyright bulletins has been issued by Oswald F. Schuette, in charge of copyright activities for the National Association of Broadcasters. It is addressed to "all cooperating broadcasters". The second issue sets forth Mr. Schuette's judgment of the proper interpretation of Sections 1, 6, 7 and 8 of the ASCAP contracts.

Copies of the bulletins may be had by addressing Mr. Schuette, National Association of Broadcasters, National Press Building, Washington, D.C.

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COLUMBIA ACCOUNTS - NEW AND RENEWALS

New, The George W. Luft Co. (Tangee cosmetics) Agency: Cecil, Warwick & Cecil. "Keller, Sargent and Ross". Comedy and Music. Tues, Thursday, 7:30 to 7:45 p.m. 14 basic stations.

Renewal, Best Foods, Inc. (Nucoa). Agency: Benton & Bowles, Inc. "Round the World Cooking School". Ida Bailey Allen. Tues. Fri. 10:45-11:00 a.m. 10 basic stations.

Renewal, Liggett & Myers (Chesterfield Cigarettes). Agency: Newell-Emett Co., Inc. Musical. Daily exc Sunday 9:00-9:15 p.m. Basic, Don Lee, Florida, 27 supplemental stations.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted

WMBO, WMBO, Inc., Auburn, N.Y., granted auth. to rebuild station which was destroyed by fire; make changes in eqpt. and move transmitter and studio to Metcalf Building, Auburn, N.Y.; WNBX, The WNBX Brdcstg. Corp., Springfield, Vt., granted license covering move of transmitter locally, installing new eqpt. and change in freq. from 1200 to 1260 kc., and change in hours from sharing with WCAX, to daytime only, and increase in power from 10 w. to 250 w.; WPCH, Eastern Broadcasters, Inc., New York City, granted license covering move of transmitter from Hoboken, N.J., to Flushing, N.Y., 810 kc., 500 w., daytime;

WDEV, Harry C. Whitehill, Waterbury, Vt., granted license covering installation of new eqpt. move of transmitter locally, and increase in power and hours of operation, 550 kc., 500 w. daytime; WSUI, State Univ. of Iowa, Iowa City, Ia., granted spec. auth. to operate from 10 to 12 midnight, CST, Dec. 16; KWCR, Cedar Rapids Brdcst. Co., Cedar Rapids, Ia., granted license covering changes in eqpt. and increase in daytime power; 1420 kc., 100 w. night, 250 w. LS; KFIZ, The Reporter Printing Co. Fon du Lac, Wis., granted license covering installation of new eqpt., 1420 kc., 100 w., 10 a.m. to 1 p.m., 4 p.m. to 10 p.m. CST; WBAL, Cons. Gas Electric Light & Power Co., of Baltimore, Baltimore, Md., granted auth. to operate a 250-watt portable unmodulated transmitter in the metropolitan area of Baltimore for purpose of conducting field intensity survey to select new site for transmitter of WBAL; freq. to be used: 1060 kc., hours 1 to 6 a.m., for period Dec. 12 to 24, incl.;

KSL, Salt Lake City, Utah, granted license covering local move of transmitter, installation of new eqpt. and increase in power to 50 KW exp. 1130 kc. Also granted auth. to determine operating power by direct antenna measurement; WSMB, WSMB, Inc., New Orleans, granted auth. to determine operating power by direct antenna measurement; WBEO, The Lake Superior Brdcstg. Co., Marquette, Mich., granted mod. of lic. to change spec. hours of operation to the following: Daily 9:30 a.m. to 1:15 p.m.; 5 to 7 p.m. Sunday 9 a.m. to 1:30 p.m., CST; WBAP Carter Publications, Inc., Fort Worth, Tex., granted mod. of lic. to increase power from 10 KW to 50 KW, and use transmitter of Station WFAA, located 4 miles southwest of Grapevine, Tex.; WAZL, Herman G. Halsted, Hazleton, Pa., granted mod. of CP approving transmitter location at Corner West Broad and Laurel Sts., and change in type of eqpt. Also granted consent to vol. assign. of CP to Hazleton Brdcstg. Service, Inc.; WJBI, Monmouth Brdcstg. Co., Red Bank, N.J., program test period extended 30 days (from Dec. 9) pending action on license application.

Aeronautical Radio, Inc., 18 green chain aeronautical stations and 11 aircraft stations of Eastern Air Transport, Inc., granted 30 day ext. from Dec. 15, of Commission's authority to permit aeronautical and aircraft sttations on green chain to continue using freq. 4452.5 kc. until a substitute freq. can be agreed upon; New, Radio Industries Corp., portable, New York, granted CP and license, 60,000, 400,000 kc., 3 watts, portable;

KTOI, A. H. Bull & Co., Inc., New York City, granted 60-day auth. to operate station aboard Vessel Catherine, as 1st and 3rd Class, pending receipt of formal appl.; W2XBJ, RCA Communications, Inc., Rocky Point, N.Y., granted ren. of spec. exp. license freqs. 6740, 6950, 6957.5, 7400, 8930, 8940, 8950, 9470, 9490, 10610, 13480, 13855, 13870, 13915, 14800, 17860, 17900, 18900, 19020, 21220 kc., 80 KW.; W1XP, Mass. Inst. of Tech., So. Dartmouth, Mass., granted ren. of spec. exp. license; freqs. in amateur bands, freqs. based on U.S. standard maintained by Bureau of Standards in accord with Rule 374, 1 KW power; W1XQ, American Tel. & Tel. Co., Dept. of Development and Research, Bradley, Me., granted ren. of spec. exp. lic. freqs. 50-75, exc. 54, 56, 58, 64, 66 and 75 kc., 25 KW power;

W9XAN, Elgin Natl. Watch Co., Elgin, Ill. and W9XK, Don Lee Brdcstg. System, Los Angeles, Calif., granted ren. of spec. exp. license; freqs. in amateur bands, standard freqs. based on U.S. standard maintained by Bureau of Standards in accord with Rule 374 of Rules and Regulations, 500 w.; New, Toms River Police Dept., Toms River, N.J., granted CP for police service, 2430 kc. 50 w.; New, Wilbur E. Gemmill, York, Pa., granted spec. exp. CP, freqs. 2442 kc. 7½ w.; WPD, Geo. Collins Warner, Jr., Tampa, Fla., granted public coastal teleg. CP. freqs. 3105, 5520, 8280 kc. Calling; 3120, 8640 kc. Working, 500 w.; KSX, Aeronautical Radio, Inc., Albuquerque, N. Mex., granted aviation-aero CP for change in location of transm. to WAE airport, Terminal Building, Albuquerque, N. M. Also granted aviation aero pt. to pt. CP for new transmitter to replace 3 composite transmitters;

W2XBK, Wm. G. H. Finch, portable and mobile, initial location, 315 Riverside Drive, New York, granted lic. for gen. exp. service; freqs. 1594, 2398, 3492.5, 4797.5, 6425, 8655, 12862.5, 17310, 23100, 25700, 26000, 27100 kc., 50 w.; WAC, RCA Communications Inc., New Brunswick, N. J., granted mod. of fixed public pt. to pt. teleg. CP, extending completion date from Nov. 11, 1932 to April 1, 1933; change in freqs. to 7730, 13870 kc. and change in eqpt.; WEEX, American Radio News Corp., Tinley Park, Ill., granted mod. of CP (fixed public press pt. to pt. teleg. fr ext. of commencement date from July 16, 1932 to Jan 16, 1933, and ext. of completion date from Jan. 16, 1933 to July 1, 1933; KNG, Mackay Radio & Telegraph Co., Palo Alto, Calif., KNV, same co., granted mod. of fixed public pt. to pt. teleg. CP for ext. of completion date from Dec. 15, 1932 to June 15, 1933, CP to change freq. for latter from 19560 to 8890 kc.; change in call letters to KWD; WIO, Trop. Radio Teleg. Co., Ft. Morgan, Ala., granted mod. of marine relay lic. to change freq. and power from calling 3105 and 4140 kc.; working 3120 and 4785 kc., power 15 w. to: Calling 500, 3105, 4140 kc.; working 442, 3120, 4785 kc. power 1 low-freq. trans. 50 w. 1 high freq. trans. 20 w.

Set For Hearing

KARK, Ark. Radio & Ept. Co., Little Rock, Ark., renewal of license; WLTH, Voice of Brooklyn, Inc., Brooklyn, N.Y., requests mod. of lic. to change hours of operation to sharing with WFOX and WBBC only (facilities of WCGU). Also appl. to share with WLTH and WFOX; WFOX, Paramount Brdcstg. Corp., Brooklyn, N.Y., requested mod. of lic. to change hours to share with WLTH and WBBC only (Facilities of WCGU);

KGIX, J. M. Heaton, Las Vegas, Nevada, renewal of license, requests CP to install new eqpt.; W2XDM, W2XDN, H. Curab, Inc., New York City, renewal of gen. exp. licenses; W2DCJ, Lewis Greer Burnell and Normal Bornfeld, 875 W. 180th St., NYC, requests mod. of amateur licenses to move from 619 W. 163 St. to 875 W. 180 St., NYC.

Applications Dismissed

The following applications heretofore set for hearing were dismissed at the request of applicants:

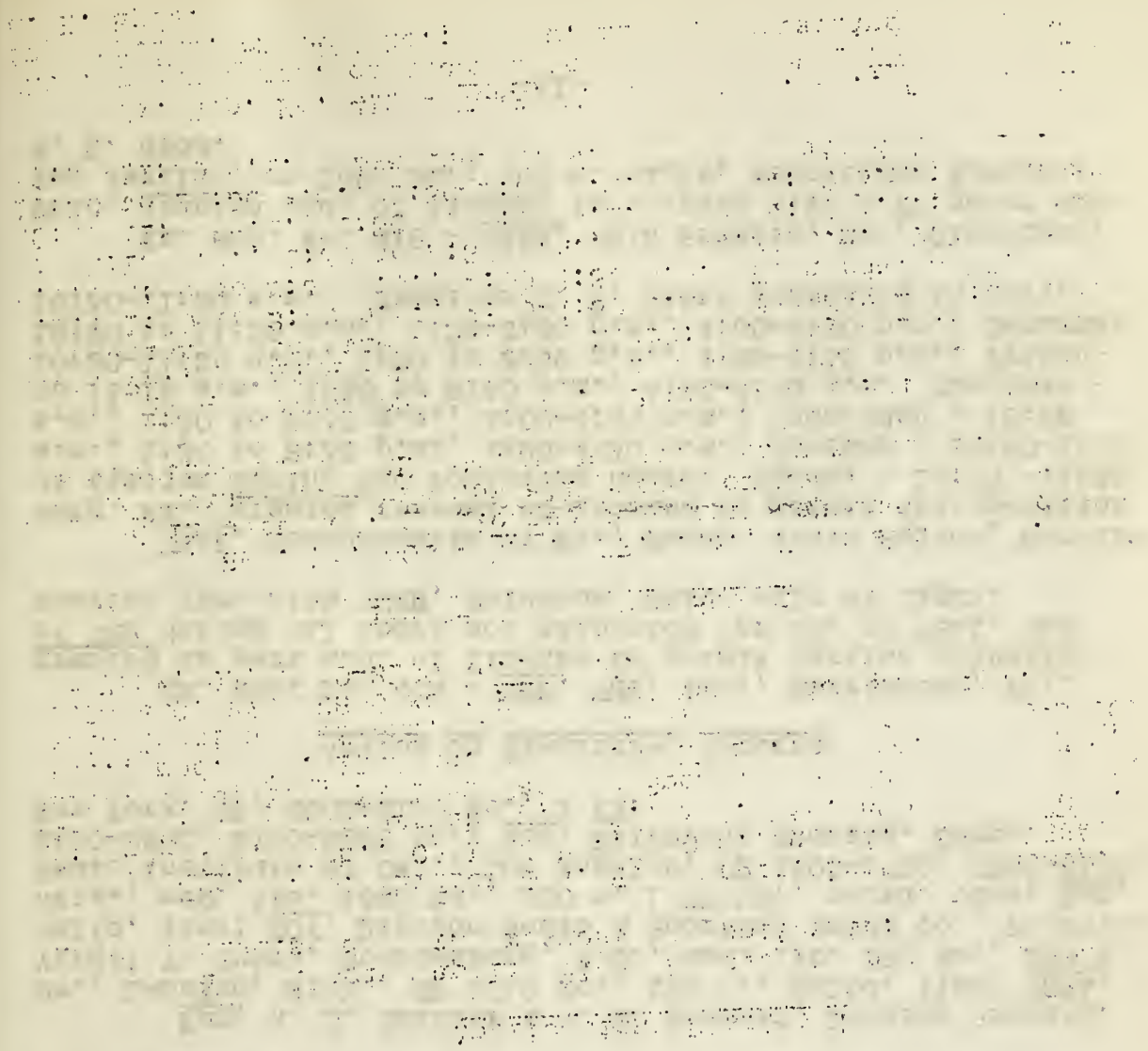
New, A. D. Shiffer & A. H. Bennett, Lansing Brdcstg. Co., Lansing, Mich., CP 1210 kc., 100 w., unltd. time; WSPA, Virgil V. Evans, Spartanburg, S.C., mod. lic. 590 kc., 250 w. unltd. time; KOY, Nielson Radio & Sporting Goods Co., Phoenix, Ariz., mod. lic. 1390 kc., 500 w. 1 KW LS., unltd. time; New, Radio Institute of Cal., Los Angeles, CP 1600-1700, 2000-2100, 2100-2200, 2750-2850 kc.; New, Universal Brdcstg. Corp., New York, CP, 2000-2100 kc., 1 KW.

Action On Examiners' Reports

Ex. Rep. No. 404 - WHP, WHP, Inc., Harrisburg, Pa., granted in part mod. of license to permit daytime operation of WHP during all hours not allocated for use of WBAK, and sharing time with WCAU, Columbus, Ohio, only at night.

WBAK, Commonwealth of Pa., Penna. State Police, Harrisburg, Pa., granted renewal of license to permit the operation of station during the following hours: Monday - 10:30 -11:30 a.m.; 1:30 to 2:30 p.m., 4:00-4:30 p.m.; Tuesday - 10:30-11:30 a.m., 1:30 to 2:30 p.m., 4:00-4:30 p.m.; Wednesday - 10:30 to 11:15 a.m., 1:30 to 2:30 p.m., 4:00-4:30 p.m. Thursday - 10:30-11:30 a.m., 1:30 to 2:30 p.m., 4:00-4:30 p.m.; Friday- 10:30 to 11:30 a.m., 1:30-2:30 p.m., 4:00-4:30 p.m.; Saturday- 10:30-11:30 a.m. Examiner E. W. Pratt sustained in part.

Ex. Rep. No. 419 - WGAR, WGAR Brdcstg. Co., Cleveland, Ohio, granted mod. of license to operate with 1 KW power during daytime, on 1450 kc.; 500 w. night, sustaining Examiner R. H. Hyde.



Ex. Rep. No. 420 - WHK - Radio Air Service Corp., Cleveland, Ohio, granted modl lic. to operate with 2½ KW power during daytime, upon condition that the authority to use the additional daytime power may be withdrawn without advance notice or hearing in the event it appears to the Commission that objectionable interference results with the service of station KQV from the use of such power. Examiner R. H. Hyde sustained.

Ex. Rep. No. 427 - New - Milwaukee Marine Radio, Inc., Milwaukee, Wis., denied CP for a new coastal telegraph station at Milwaukee, to operate between the Port of Milwaukee and ships plying the Great Lakes, sustaining Examiner R. H. Hyde.

Miscellaneous

KGEW, City of Frt. Morgan, Ft. Morgan, Colo., denied extension of authority to remain silent. Renewal of license appl. has been designated for hearing.

WEVD, Debs Memorial Radio Fund, Inc., Brooklyn, N.Y., protest of WEVD to the granting of app. to move station WCGU from Brooklyn to Long Island City was dismissed at request of protestants.

Broadcasting Applications Received

WBAL, Consolidated Gas. Electric Light and Power Co., Baltimore, Md., CP to move transmitter from Glen Morris, Md. to Mortimer Ave., Baltimore, Md., install new antenna system; WJW, Mansfield Brdcstg. Assn., Akron, Ohio, voluntary assignment of license to WJW, Inc.; New, William J. Slade, Hamilton, Ohio, CP for new station to use 1420 kcs., 100 w., unltd. time; WTSL, Southland Radio Corp., Laurel, Miss., CP to make changes in equipment; KGEK, Beehler Elec. Eqpt. Co., Yuma, Colo, CP to move transmitter and studio from Yuma, Colo. to Ft. Collins, Colo., change in specified hours of operation and changes in eqpt.; KVOA, Robert M. Riculfi, Tucson, Ariz., vol. assign. of lic. to Arizona Brdcstg. Co.;

KIEM, Harold H. Hanseth, Eureka, Calif., mod of CP issued Sept. 13, 1932, for approval of transmitter and studio location at Vance Hotel, Eureka, Cal., and extend date of completion; KRKD, Dalton's Inc., Los Angeles, Calif., license to cover CP issued Oct. 25, 1932, local move of transmitter; KFSG, Echo Park Evangelistic Assn., Los Angeles, Calif., mod. of lic. for authority to use transmitter as auxiliary; KGDM. E. F. Peffer, Stockton, Calif., mod. of lic. to change hours from daytime to daytime and 12 midnight to 6 a.m.

WWVA, Wheeling, W.Va., 1160 kcs., 250 w. auxiliary and 5KW main transmitter; WSUI, State Univ. of Iowa, Iowa City, 880 kc., 500 w., spec. hrs.; and KNOW, KUT Brdcstg. Co., Austin, Tex., 1500 kc., 100 w., unltd. have applied for renewal of existing licenses.

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HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING WASHINGTON, D. C.

National Broadcasting Company, Inc.
GENERAL LIBRARY

ISSUED TWICE A WEEK AND CONTAINING THE LATEST INFORMATION REGARDING THE RULINGS OF THE FEDERAL RADIO COMMISSION, RADIO LEGISLATION, DEPARTMENT OF COMMERCE REGULATIONS, CHANGES IN WAVELENGTH, CALL LETTERS AND POWER, PATENTS, EXPORTS, FEDERAL TRADE COMMISSION RULINGS AND OTHER MATTERS OF INTEREST TO BROADCASTERS AND MANUFACTURERS. :: :: CONFIDENTIAL—NOT FOR PUBLICATION. :: ::

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No. 586

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DILL PROPOSES ELIMINATION OF EXAMINERS' DIVISION

Legislation which would abolish the examiners' division of the Federal Radio Commission is being sponsored by Senator C. C. Dill (D.) of Washington.

In the Davis omnibus bill, reported out by the Senate Interstate Commerce Committee, Senator Dill inserted an amendment making it mandatory for at least one of the members of the Federal Radio Commission to be present at hearings. He said the commission never has been given authority to appoint examiners and that it is conducting itself "like a select body, such as the Supreme Court".

Senator Dill believes that the Commissioners should do the work themselves "or else we might as well have one-man rule of radio". He declared he has received several complaints from broadcasters about the "aloofness" of the commissioners during the time they were in Washington for hearings.

There is one chief examiner - Ellis A. Yost,and two assistants-- Elmer W. Pratt and R. H. Hyde, all attorneys. Mr. Yost came to the commission from Huntington, W.Va. where he was United States Attorney upon the establishment of the examiners' division two years ago. Pratt and Hyde were transferred from the Commission's legal division.

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LICENSE FEES BILL INTRODUCED

Provisions for collecting fees for the issuance of radio licenses were made in a bill (S. 5201) introduced in the Senate last Friday, December 16, by Senator Dill. This section was stricken from the Davis-White radio bill before it was reported to the Senate because hearings had not been held on this matter.

"I think it highly desirable that radio stations in this country should provide a large part of the cost of regulation by the Government", Senator Dill said. "I hope to have hearings on the bill and have it reported in the very near future".

The text of the bill follows:

"To provide for fees for radio licenses, and other purposes,

"Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled,

That the Federal Radio Commission shall charge, assess, and cause to be collected the following reasonable fees for the filing of any and all instruments under the provisions of this Act or under the rules and regulations of the commission and for each license or renewal thereof issued by the Commission.

"All such fees shall accompany the respective applications or instruments and shall be deposited to the Treasury of the United States as miscellaneous receipts. The classification of stations referred to herein shall be taken as those now or hereinafter established by regulations of the Federal Radio Commission.

"CONSTRUCTION PERMITS. 1. Filing fee for all applications for construction permits for new stations, or for a frequency or the time allocated to an existing station, or for change of frequency, except for the following classes of stations: Geophysical, motion picture, educational, broadcast pick-up, airport, aeronautical, special experimental, $60. 2. Filing fee for all applications for construction permits for geophysical, motion picture, broadcast pick-up, airport, aeronautical, special experimental, $60. 3. Filing fee for all applications for modification of construction permits for new station or change of location, or frequency, or power, or time of operation of existing station, $10.

"STATION LICENSES. 4. Filing fee for all applications for amateur station licenses, $1. 5. Filing fee for all applications for original licenses following completion of construction for all classes of stations, except the following: Geophysical, educational, motion picture, broadcast-pickup, airport, special experimental, aircraft, and aeronautical, $15. 6. Filing fee for all applications for original licenses following completion of construction for the following classes of stations: (See those excepted above in 5) $5. 7. Filing fee for all applications for renewal of station license other than amateur, geophysical, educational, motion picture broadcast pick-up, airport, special experimental, aircraft, and aeronautical , $15. 8. Filing fee for all applications for renewal of license for the following classes of stations (See those excepted in paragraph 7), $5.

9. Fee for assignment of license and/or construction permits for stations other than amateur, ships, aircraft, geophysical, educational, broadcast pick-up, motion picture, airport, special experimental, and aeronautical, $60. 10. Fee for exceptions in paragraph 9, $15. 11. Filing fee for all applications for modification of licenses, $10.

"ANNUAL LICENSE FEES. 12. Annual license fee for all licenses covering aircraft stations, $10. 13. Ship stations, $25. 14. point-to-point telegraph and telephone stations in fixed public and fixed public press services, $75. 15. Coastal telegraph stations, coastal telephone stations, coastal harbor stations, mobile press stations, $50.

16. general experimental stations, experimental relay stations, experimental visual broadcast stations, marine relay stations, agriculture point-to-point telegraph stations, aeronautical and aeronautical point-to-point stations, marine fire stations, municipal and State police stations, special emergency stations, $ 30. 17. geophysical, broadcast-pickup, motion-picture, airport, special experimental stations, $15.

18. Annual license fees for all licenses covering broadcast stations, each station, as follows: 100 watts or less, two or more stations licensed to operate simultaneously during nighttime on same frequency, $120. 250 watts or less (but more than 100 w.), two or more operating simultaneously nighttime on same frequency, $240. 500 w. or less (but more than 250 w.) two or more same frequency, $360. 1000 w. or less (but more than 500 w. and less than 5,000 w.) two or more same frequency nighttime, $600. 5000 w. or more, two or more stations separated by less than 2000 miles licensed to operate simultaneously during nighttime on same frequency, $1200. 5000 w. or more, two or more stations, separated by more than 2000 miles licensed to operate simultaneously during nighttime on the same frequency, $2400. 5000 w. or more (but less than 25,000 w.), only one station licensed to operate during nighttime on any frequency, $3000. 25000 w. or more (but less than 50,000 w.), one station licensed to operate during nighttime on any frequency, $4,000. 50,000 w. or more, only one station licensed to operate during nighttime on any frequency, $5,000.

" For each 25,000 w. or fraction thereof, additional to 50,000 w. only one station licensed to operate during nighttime on any frequency, $1,000.

" Stations which are licensed to operate during daytime hours only and with the power as designated- (1) 1000 w. or less: Fee to be one-third of the fee for stations of the same power licensed to operate unlimited time. (2). 2500 w. or less (but more than 1000 w.), $450. (3). More than 2500 w. $900. Stations which are licensed to operate hours less than unlimited time and/or to use different power during daytime hours than during nighttime hours: Fee to be in proportion to nighttime and daytime hours and power authorized, based on fees for unlimited-time station and daytime station of the same power: Provided, That annual license fees for all educational stations shall be one half the above rates.

"Annual license fee for all licenses covering special stations used for entertainment purposes other than broadcasting for which quota units are assigned, such astelevision and relay broadcasting, $60. Annual license fee for all licenses covering special stations not specifically mentioned in the above classification, the same to be determined by the commission, $30.

"MISCELLANEOUS. Filing fee for examination for commercial operator's license, $1. Filing fee for examination

for amateur operator's license, $1; Annual license fee for amateur operator, $1. Annual license fee for commercial operator, $2. Inspection fee for all radio equipment aboard ships required by law to be equipped with radio- inspection for station license, $5. Inspection for sailing, $2.50, not to be paid more than once a month.

"Annual inspection fee for all radio stations other than amateur, aircraft, aeronautical, ship, geophysical, broadcast pick-up, motion picture, airport, special experimental; fee shall be for one annual inspection, to be made compulsory, $15. Annual inspection fee for stations excepted . in preceding paragraph, $5. Fee for inspection on vessels voluntarily equipped, $10. Petition of intervenor, $5. Any default entered after notice for hearing has been issued, $5.

"All fees shall be paid to the secretary of the Radio Commission or such other employee of the commission as it may designate, and the commission may require a bond to the Treasurer of the United States of the person to whom said fees are paid in such amount as the commission may deem necessary. The commission shall require that all money received as fees shall be paid to the Treasurer of the United States the first day of each calendar month.

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AMENDED DAVIS BILL REPORTED TO SENATE

The Senate Interstate Commerce Committee reported the Davis Bill (H.R. 7716) to the Senate last week. The bill has been passed by the House of Representatives.

One of the principal sections of the amendment is Section 13, which provides that no person shall broadcast by means of any radio station, for which a license is required by any law of the United States, any information concerning any lottery, gift enterprise, or similar scheme, offering prizes dependent in whole or in part upon lot or chance, etc. and provides penalties for such offense, upon conviction thereof.

There are twelve other sections, amending the radio act of 1927, dealing chiefly with administration of the act and procedure in various matters which were not exactly clear before.

"Your committee has added section 14 as a new section", the report reads. "This amendment strikes out section 18 of the Radio act of 1927 and substitutes the language of section 14.

"The purpose of this amendment is to extend the requirement of equality of treatment of political candidates to supporters and opponents of candidates, and public questions before the people for a vote. It also prohibits any increased charge for political speeches.

"No station owner is required to permit the use of his station for any of these purposes, but if a station permits one candidate or the supporters or opponents of a candidate, or of a public question upon which the people are to vote, then the requirement of equality of treatment and of no higher rates than the ordinary advertising rates shall be charged.

"Section 15 is a new section designed to give the commission control of all studios or apparatus in the United States used in connection with a broadcasting station in a foreign country for the purpose of furnishing programs to be transmitted back to the United States. The Radio Commission has recommended such legislation. Your committee believes this is the only method whereby the commission can control radio programs originating in the United States to be broadcast by a foreign station and thereby transmitted back to the United States.

"That practice is now being carried on in connection with one station of high power just across the Mexican border and owned by American citizens, and your committee is informed that other stations to be used in the same manner are being planned. The operation of this legislation will not interfere with any broadcasting that is in the public interest of the people of the United States and will empower the commission to regulate broadcasting originating in the United States."

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WOR RULES AGAINST NOMS DES AIRS

At the request of the program department the executive offices have issued a rule that no artist will be permitted to use an alias or pseudonym when appearing on any WOR program. It has been a common practice for many artists of established reputation in the theatre to resort to a second name when programs are tried out to guard against impairing their professional reputation or hurting future radio chances in the event that the first program did not, in the parlance of Broadway, "click".

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BRIGHTON, ENGLAND, POLICE PROVIDED WITH POCKET SETS

A police pocket radio set, operated as simply as a telephone, is being issued to the policemen in Brighton, England. The transmitting station, from which urgent messages will be dispatched to individual officers on patrol duty, has been erected in the tower on Brighton Town Hall. It is capable of warning surrounding police stations as well.

The inventor of the device is C. L. Dean, of Slough, who developed it in conjunction with Charles Griffin, Chief Constable of Brighton, with the idea that no adjustments should be necessary by the officers carrying it.

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COLUMBIA REPORTS REAL HEADWAY IN TELEVISION WORK

The outstanding developments in television during 1932 were the practical use of dual modulation, by which it became possible to transmit sight and sound signals on a single wave channel simultaneously, and the addition to Columbia's facilities of a second television transmitter using the quasi-optical wave lengths with which Marconi made startling discoveries, the network reports. Experimental work on the New York station W2XAB took "great steps forward" during the year in transmission and program building.

Experiments with facial make-up during the year uncovered a number of new and interesting facts concerning television broadcasting, the report continues. Formulas developed by the W2XAB staff have been responsible for a great improvement in the transmission of pictures.

In the forthcoming year, according to William A. Schudt, Jr., director of television for Columbia, W2XAA will continue its experimental work with W2XAB carrying a full program schedule.

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RADIO SUIT IS DISMISSED

Federal Judge John C. Knox dismissed the suit of the Torquay Corp. against the Radio Corp. of America, the General Electric Co. and the Westinghouse Electric and Manufacturing Company, after denying a motion made by the plaintiff to remand its suit to the Supreme Court of New York State.

Judge Knox also denied an injunction sought by the plaintiff, an RCA stockholder, to restrain General Electric and Westinghouse from distributing 7,500,000 shares of RCA stock among their stockholders. The decision leaves the question of stock distribution in the hands of General Electric and Westinghouse, which recently consented with RCA to a decree entered in the Federal Court in Delaware ordering the dissolution of a combination formed by the three corporations.

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MACKAY COMPANY OPENS MONTAUK STATION

The new ship-to-shore transmitting and receiving station of The Mackay Radio and Telegraph Company at Montauk, L.I. has been opened and is performing well. Reports from ships in all regions of the Atlantic, congratulating the company on the excellence of the signals transmitted, have been received by Mackay Radio headquarters in New York.

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Bertram S. Cutler, of New York, was elected a director of the Radio Corporation of America, at a meeting of the Board of Directors last week. The resignation of Andrew W. Robertson was accepted. By-laws of the corporation were amended so as to reduce the number of Directors to a total of twelve.

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NBC NEW ACCOUNTS AND RENEWALS

New, Remington Rand, Inc. (office eqpt.), Chrysler Bldg., New York City. Agency: B.B. D. & O., 383 Madison Ave., NYC. Started Dec. 14. Time: Wed. Thurs. Fri. 5-5:15 p.m. EST red network, 6:00-6:15 p.m. blue network. Program: "Young Buffalo Bill and his Radio Rancho".

Same sponsor - Starts Dec. 11, 1932 for 4 weeks, Sundays 4:00-4:15 p.m., EST. Network WJZ WBAL WHAM KDKA WCKY WLS KWK KWCR KOIL WREN CKGW CFCF KSO. Program "Cowboy Tom's Roundup"- cowboy songs.

Renewal, R. B. Davis Company (Cocomalt), 38 Jackson St., Hoboken, N.J., Agency: Ruthrauff & Ryan, Chrysler Bldg., NYC. Starts Jan. 2, 1933 for 13 weeks. Time: Mon. Wed. Fri. 5:30-5:45 p.m. EST. Network WEAF WEEI WTIC WJAR WTAG WLIT WFBR WRC WGY WBEN WTAM WWJ WSAW WMAQ KSD WOC WHO WOW WDAF. Program: "The Flying Family" - featuring George Hutchinson and family.

New, Wyeth Chemical Co. (Hill's Cascara Quinine Tablets), 578 Madison Ave., NYC. Agency: World Brdcstg. System, 50 W. 57th St., NYC. Starts Dec. 20 for 13 weeks. WBZ-WBZA: 1:40-1:45 p.m.; WTAM: 1:30-1:35 p.m.; KDKA, 1:45-1:50 p.m. Tues. and Thurs. Program: "Tom Jones, the Arkansas Traveler" - elec. trans.

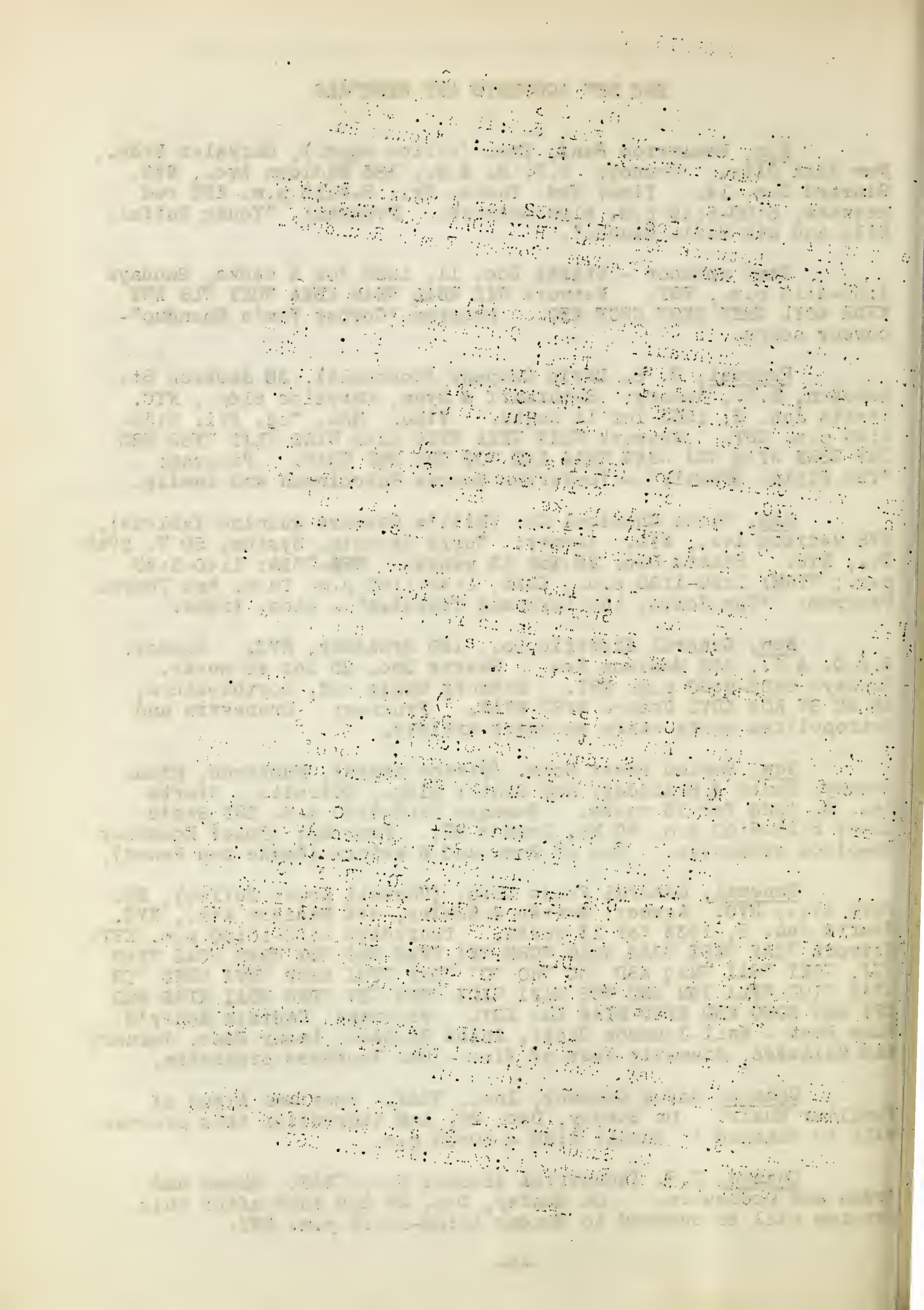
New, General Electric Co., 120 Broadway, NYC. Agency: B.B.D. & O., 383 Madison Ave. Starts Dec. 25 for 40 weeks. Sundays 9:00-9:30 p.m. EST. Network Basic red, northwestern, SE SC SW KOA KDYL Orange KFSD KTAR. Program: Orchestra and Metropolitan opera stars as guest artists.

New, Sealed Power Corp. (Piston rings), Muskegon, Mich. Agency: Grace & Halliday, New Center Bldg., Detroit. Starts Jan. 8, 1933 for 13 weeks. Sundays 6:00-6:30 p.m. EST Basic blue; 5:30-6:00 p.m. SC Mt. Orange SW. Program: Josef Koestner 20-piece orchestra. Men of Song and 2 actors (Smoke and Power).

Renewal, General Foods Corp. (Maxwell House Coffee), 250 Park Ave., NYC. Agency: Benton & Bowles, 444 Madison Ave., NYC. Starts Jan. 5, 1933 for 13 weeks. Thursdays 9:00-10:00 p.m. EST. Network WEAF WEEI WJAR WGAG WCSH WFI WFBR WRC WGY WBEN WCAE WTAM WWJ, WCKY WSAI WMAQ KSD WOC WHO WOW WDAF WTMJ KSTP WRVA WWNC WIS WJAX WIOD WFLA WSM WMC WSB WAPI WJDX WSMB WKY WPRC WOAI KTBS KGO KFI KGW KOMO KHQ KFSD KTAR KOA KDYL Program: Captain Henry's Show Boat - Hall Johnson Choir, Jules Bledsoe, Lanny Ross, January and Molasses, dramatic cast of five - Don Voorhees orchestra.

Change, Bayer Company, Inc., WEAF. American Album of Familiar Music. On Sunday, Dec. 25, and thereafter this program will be changed to Sunday 9:30 - 10:00 p.m.

Change, U.S. Industrial Alcohol Co., WEAF. Ohman and Arden and Orchestra. On Sunday, Dec, 25 and thereafter this program will be changed to Sunday 10:00-10:15 p.m. EST.



New, J. G. Paton Company (Golden Blossom Honey), 230 Park Ave., NYC. Agency: E.W. Hellwig, 9 E. 40th St., NYC. Starts Jan. 1, 1933 for 13 weeks. Sundays 1:30-2:00 p.m. EST. WJZ network. Program: "Golden Blossom Honey" - musical. Harold Levy Orchestra, June Pursell and Fred Hufsmith, soloists.

New, Lehn & Fink Products Co. (Hinds Honey and Almond Cream), 683 Fifth Avenue, NYC. Agency: Ruthrauff & Ryan, Inc., Chrysler Bldg., NYC. Starts Jan. 4, 1933 for 13 weeks. Time: Wednesday and Sunday, 10:00-10:15 p.m. EST. Basic blue exc. KWCR and KSO. KVOO WKY WPRC WOAE SC1 Program: "D.W. Griffith's Hollywood Review" - dramatizations of incidents in the lives of famous motion picture stars, bits from modern pictures and in the life of D. W. Griffith, 9-piece orchestra.

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PRESIDENT DEDICATES TWO CORNERSTONES SIMULTANEOUSLY

An electric carbon copy of a public building corner stone laying is something new. By means of a public address system, President Hoover dedicated two cornerstones at once--- that of the Department of Labor Building and the Interstate Commerce Building, located a city block apart, both of which are in the course of construction and are a part of Washington's great new building project.

Not only were the remarks of President Hoover, at the Labor Department cornerstone laying, broadcast throughout the country but all the ceremonies, including music by the Marine Band, were reproduced at the Interstate Commerce Building, where the cornerstone was placed in position simultaneously with that of the Labor Department.

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SUPREME COURT ASKED TO REVIEW SCHULER CASE

An appeal was filed in the Supreme Court last Friday against the decision banning from the air the Los Angeles station over which the Rev. Robert P. Schuler broadcast.

Operation of the station, held by the Trinity Methodist Church, had been protested on the ground that it was being used for attacks on the Roman Catholic Church and for improper attacks on the administration of justice. The District of Columbia Court of Appeals sustained the Federal Radio Commission in refusing to renew the broadcasting license.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted

WHBC, Edward P. Graham, Canton, Ohio, granted auth. to operate simultaneously with WNBO on Dec. 16 and 17 from 9 to 10 p.m., EST.; KRKD, Dalton's Inc., Los Angeles, Cal., granted mod. of lic. to change name only to Fireside Brdcstg. Co.; WOR, Bamberger Brdcstg. Service, Inc., Newark, N.J., granted mod. of CP extending comp. date for construction of 50 KW CP, subject to Commission's decision on pending application which has been set for hearing; WJEQ, Sun-Gazette Brdcstg. Co., Williamsport, Pa., granted mod. of CP extending commencement date to Jan. 1, 1933 and completion date to Feb. 1, 1933;

KGKB, East Texas Brdcstg. Co., Wyler, Tex., granted mod. of CP extending completion date of CP from Sept. 24, 1932 to Dec. 24, 1932; WSB, The Atlanta Journal Co., Atlanta, Ga., granted mod. of CP extending completion date to Dec. 17, 1932 to March 17, 1933; KGFL, KGFL, Inc., Santa Fe, N. Mex., granted mod. of CP to move transmitter and studio from Santa Fe to Roswell, N.M. and extend completion date to March 1, 1933; WHET, Troy Brdcstg. Co., Troy, Ala., granted mod. of lic. to operate from 7 to 8 p.m. on Sundays, in addition to unltd. daytime operation; KSO, Iowa Brdcstg. Co., Des Moines, Ia., granted license covering installation of new eqpt. change in power and hours of operation; 1370 kc., 100 w. night, 250 w. LS, unltd. time;

WIS, The South Carolina Brdcstg. Co., Inc., Columbia, S.C., granted consent to vol. assign. of lic. to station WIS, Inc.; KOB, N. Mex. College of Agr. and Mech. Arts, State College, N. M., granted renewal of license, 1180 kc. 20 KW, simultaneous day with KEX, share at night with KEX (Appl. was set for hearing because of KOY's request for KOB's facilities. KOY withdrew its application); KOB granted license 1180 kc., 10 KW, simultaneous day with KEX, share evening hours: KOB 1/3 and KEX 2/3; KLO, Interstate Brdcstg. Corp., Ogden, Utah, granted renewal of license, 1400 kc., 500 w., unltd. time (appl. was designated for hearing because of KDYL's request for KLO's facilities. KDYL's request has been withdrawn); KWKH, Hello World Brdcstg. Corp., Shreveport, La., granted spec. auth. to remain silent pending repair to water supply eqpt.;

New, Richard S. Milne, "Itinerant" P2Y-1C, granted spec. exp. license; freqs. 500, 6210, 8280, 11040, 12420, 16560 kc., 100 w. to check efficiency on each freq. during test flight of plane; WKF, American Tel. and Tel. Co., Lawrenceville, N.J., and WOG, Ocean Gate, N.J., granted fixed public pt. to pt. telephone license to operate station on four freqs. above 1500 kc., i.e 4752.5, 8560, 12840, 17120, 19220 kc., 20 KW, to June 1, 1933; WNC, American Tel. & Tel. Co., Hialeah, Fla., granted fixed public pt. to pt. tel. lic. freq. 15055 kc., 400 w. to communicate with Central America; KGUF, Aeronautical Radio, Inc., Dallas, Tex.,

granted CP to replace previously granted CP, to change eqpt. reducing power from 250 to 150 w.; W2XAU, Lawrence C. F. Horle, Newark, N.J., granted mod. of CP extending commencement date to Dec. 1, and completion date to Dec. 15, 1932; WPET, City of Lexington, Lexington, Ky., granted mod. of CP extending completion date to April 5, 1933; W2XAC, W2XAQ, John T. Bruggeman, portable in New Jersey, granted gen. exp. licenses, 100,000 to 600,000 kc., 40 w.; W8XW, Victor George Martin, Rochester, N.Y., granted gen. exp. license, freqs. 41,000, 51400, and 60,000-400,000 kc., 50 w.; W8XAQ, Thomas Morgan Hale, portable and mobile, granted gen. exp. license, freq. 51400 and 60,000-400,000 kc. 15 w.; KGTY, Aeronautical Radio, Inc., Butte, Mont., granted aviation - aero license, 2906, 3072.5, 3082.5, 3088, *5510 *5540, 5672.5, 5692.5 kc. 400 w. (*Available to March 1, 1933); New, Penna. Air Lines, Inc., NC-12130, granted aviation license, freqs. 3105, 2906, 3072.5, 3082.5, 3088, *5510, *5540, 4967.5, 4987.5, 5672.5, 5692.5 kc., 50 w.*(available to March 1 1933 only);

W1XG, Shortwave & Television Corp., portable, granted temp. renewal of visual brdcstg. license freq. 43,000-46,000, 48500-50300, 60000-80,000 kc., 200 w., pending outcome of hearing to be held on appl. for permanent license; WKEL, The Radiera Corp., San Diego, Cal., granted 30 day auth. to operate aboard Motorship City of San Diego, pending receipt of formal application, 8330 kc., 150 w.; WICH, Southern Pacific Co., vessel "El Coston", granted temp. auth. not to exceed 60 days, to replace transmitter, pending receipt of formal appl.; WKEN, Mackay Radio & Teleg. Co., aboard Vessel "American Eagle", granted 60-day auth. pending receipt of formal appl. to operate spark eqpt., 2 KW, freqs. 375, 425 and 500 kc.; KUTC, Radiomarine Corp. of America, aboard vessel"West Mahwah", granted 60-day auth. pending receipt of formal appl. to operate addl. transmitter 17,100 to 8200 kc., 150 w.; WAX, Tropical Radio Teleg. Co., Hialeah, Fla., granted mod. of marine relay lic. to add transmitter type ET3635, Serial No. 10455 5 KW; and change type number of transmitter serial No. 10457 to read "ET 3636"; WAX granted mod. of lic. (public coastal, coastal Teleg. same as preceding; W1XAL, Short Wave Brdcstg. Corp., Boston, Mass., granted renewal of exp. Relay Brdcstg. license, on temporary basis pending outcome of hearing which has been held, but not yet reported on by Examiner. Freqs. 6040, 11790, 15250, 21460 kc., 5 KW.

Renewal of Licenses

The following stations were granted temporary renewals pending such action as the Commission may take on their application for renewal: WMBQ, Brooklyn, N.Y., WMBR, Tampa, Fla.; WMIL, Brooklyn, N.Y.; WRDW, Augusta, Ga.; WWRL, Woodside, N.Y.; KGDA, Mitchell, S.Dak. and KGKX, Sandpoint, Idaho.

W1XAV, Shortwave and Telv. Lab. Inc., Boston, Mass., granted temp. ren. of lic. subject so such action as the Commission may take on their pending appl. for renewal;

Set For Hearing

WRUF, Univ. of Fla., Gainesville, Fla., renewal of license; WNBW, WNBW, Inc., Carbondale, Pa., mod. of CP for auth. to move studio and transmitter from Carbondale to Scranton, Pa. to make field intensity measurements; install new eqpt. extend commencement date to 10 days after granting of this appl. and completion date to 60 days after Dec. 18, 1932; mod. of lic. to move studio from Carbondale to Scranton, Pa.; WBAX, John H. Stenger, Jr., Wilkes-Barre, Pa., CP to install new eqpt. change freq. from 1210 to 1230 kc.; increase power from 100 to 250 w.; and increase hours of operation from specified to unlimited; KLCN, Charles Leo Lintzenich, Blytheville, Ark., CP to move transmitter and studio locally in Blytheville; change freq. from 1290 to 1500 kc.; increase power from 50 to 100 w., and change hours of operation from daytime to unlimited; W3CQW, Robert Henry Rich, Portsmouth, Va., application for new amateur radio station.

Action On Examiners' Reports

Ex. Rep. No. 90 New Denied application for new broadcast station at Manchester, N.H., to operate on 1430 kc., 500 w., unltd. time, sustaining Chief Examiner Ellis A. Yost; (G. Colby Blackwell, Manchester)

Ex. Rep. No. 424 KFSD Airfan Radio Corp., Ltd., San Diego, Calif., granted increase in night power from 500 w. to 1 KW, on 600 kc., unltd. time, sustaining Chief Examiner Ellis A. Yost.

Ex. Rep. No. 428 WMAL M. A. Leese Radio Corp., Washington, D.C., denied application to increase night power from 250 to 500 w. on 630 kc., sustaining Chief Examiner Ellis A. Yost.

Ex. Rep. No. 429 New James M. Caldwell, Goodland, Kans., denied application for CP for new station at Goodland, Kans., to operate on 1310 kc., 100 w. to share time with KGFW, sustaining Examiner Elmer W. Pratt.

Miscellaneous

WNBW, WNBW, Inc., Carbondale, Pa., denied ext. of auth. to remain silent from Dec. 18 to 60 days after granting of mod. of CP, set for hearing above; also denied auth. to dismantle eqpt. and remove from its present location;

Applications Received

WSYR-WMAC, James G. Tracy & Edmund M. Smedberg, executors of estate of Clive B. Meredith, Syracuse, N.Y., vol. assignment of license to central New York Broadcasting Corp.; WHAM, Stromberg-Carlson Telephone Mfg. Co., Rochester, N.Y., mod. of CP issued 11-17-31 for 25 KW station for approval of exact transmitter location, Victor Township, N.Y. and approval of equipment; WABC-WBOQ, Atlantic Brdcstg. Corp., New York, mod. of CP issued Nov. 11, 1932 for move of aux. transmitter, to extend dates of commencement and completion to January 10, 1933 and April 10, 1933, respectively.

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HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING WASHINGTON, D. C.

National Broadcasting Company,
GENERAL LIBRARY
711 Fifth Avenue, New York, N.

ISSUED TWICE A WEEK AND CONTAINING THE LATEST INFORMATION REGARDING THE RULINGS OF THE FEDERAL RADIO COMMISSION, RADIO LEGISLATION, DEPARTMENT OF COMMERCE REGULATIONS, CHANGES IN WAVELENGTH, CALL LETTERS AND POWER, PATENTS, EXPORTS, FEDERAL TRADE COMMISSION RULINGS AND OTHER MATTERS OF INTEREST TO BROADCASTERS AND MANUFACTURERS. :: :: CONFIDENTIAL—NOT FOR PUBLICATION. :: ::

DEC 23 1932
G. W. JOHNSTONE

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No. 587

NOTE: THERE WILL BE NO ISSUE OF THE BUSINESS LETTER ON MONDAY, DECEMBER 26, DUE TO THE HOLIDAY CLOSING OF THE GOVERNMENT DEPARTMENTS - R.D.H.

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SENATE RADIO COMMITTEE HOLDS HEARINGS ON OMNIBUS BILL

Secretary of the Navy Adams, Commander S. C. Hooper, Henry A. Bellows, representing the National Association of Broadcasters, and Louis Caldwell, representing the American Bar Association were the witnesses at a hearing on the omnibus bill (H.R. 7716) this morning.

Secretary Adams appeared before the committee to protest the inclusion of any foreign officers or directors on the boards of companies licensed by the Federal Radio Commission to engage in international communications. The amended law would allow "not more than one-fifth of the officers or directors" to be aliens. Senator Dill agreed that it might be well if all officers of the companies were Americans but he declared he saw no reason why the boards of directors should not be allowed to include aliens not to exceed one-fifth of the membership of the board.

Mr. Bellows gave testimony on matters which will be affected by the passage of several of the proposed amendments. One of the highlights of the hearing came when Mr. Bellows protested against the elimination of the examiners' division of the Federal Radio Commission. Louis Caldwell also objected to this proposal. Mr. Bellows pointed out that the examiners' system had worked out to the entire satisfaction of the broadcasters because a complete record of cases was had and the system greatly facilitated commission work.

Senator Dill declared there are only 63 cases pending before the Commission now and wanted to know what the Commissioners do with their time. Senator Couzens suggested that the Commission should be cut from five members to three members. Whereupon Senator D ill commented that if they weren't going to have any more to do in the future than the record shows they have done in the past, the Commission might even be reduced to one member.

Mr. Bellows told the Committee that generally speaking the broadcasters were in accord with the idea that lotteries and games of chance over the air should be prohibited.

In a discussion of the proposed amendment of Section 14 of the Radio Act, Mr. Bellows declared that the broadcasters are not in sympathy with the idea of making the stations liable and responsible in cases of libel or slander. He declared that the situation was very serious indeed if the stations had no power of censorship. The line under scrutiny reads: "No licensee shall have power of censorship over the material broadcast in accordance with the provisions of this sub-section"

Senator Dill suggested that a provision that the station should not be held liable might be inserted. Mr. Bellows called attention to the decision of the Nebraska

Court (that which involved Station KFAB, Lincoln, over which an alleged libelous speech was broadcast) and it seemed to be generally agreed that it might be well to let the matter ride until a decision in this case has been handed down by the Supreme Court.

Mr. Bellows protests against a limitation on rates for "public discussions" did not meet with favor. Senator Wheeler said that it was in the public interest that these stations shouldn't be permitted to charge one candidate a certain amount, a second candidate a greater amount, or to make extreme charges for any kind of public discussion. Mr. Bellows said that regulation of the rates for "public discussions" would work a hardship on the broadcasters.

Objection was made by Mr. Bellows to that section of the act which, as amended, would prevent the transfer of any license, unless the commission shall, "after a hearing, decide that said transfer is in the public interest, and shall give its consent in writing". The Committee feels that it is very desirable to have such hearings when licenses are constantly being transferred back and forth. "As far as I am concerned", said Senator Couzens, "that line will have to stay".

Likewise the Section providing for suspension of licenses for misdemeanors, instead of revocation, is not satisfactory to the broadcasters. Mr. Bellows explained the hardship which would be worked on broadcasters through the suspension clause because it would destroy many of the station's contracts. Mr. Bellows thought the suspension phrase should be stricken out. Senator Dill said that, as he recalled, that part of the amendment was written so that the offending broadcaster might have the penalty lightened. Senator Couzens suggested there might be a heavy fine, rather than a suspension.

Duke M. Patrick will appear before the Committee tomorrow morning (Friday) at 10:30 o'clock to be questioned on several Commission matters of a legal nature.

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SEEKS RADIO LIBEL LAW

Amendment of the Kansas libel law to include radio utterances is advocated by Roland Boynton, state's attorney general. He said the present statute, enacted in 1868, could be amended by adding the phrase "or radio broadcasting".

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WOR MAY MOVE TO 711 FIFTH AVENUE

It is rumored that Station WOR may take over the studios now occupied by the NBC at 711 Fifth Avenue when the latter moves into its new studios in Radio City. NBC will move as soon as the new broadcasting rooms are ready.

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GENERAL RADIO COMPANY ISSUES NEW CATALOG

Doing its best to break the depression and as an expression of faith in a healthy radio future, the General Radio Company has had nerve enough to publish a new catalog, known as Catalog G.

A new and very handy index shows sections devoted to Resistance Devices; Condensers; Inductors; Frequency and Time Measuring Devices; Oscillators; Amplifiers; Bridges and Accessories; Standard-Signal Generators; Modulation and Distortion Measurements; Oscillographs and Filters; Meters; Audio-Frequency Transformers; Power Transformers and Accessories; Switches, Dials and Accessories. Then there is an Appendix and a Data table.

The Catalog is generously illustrated with clear photographs of practically every kind of radio device manufactured by the General Radio Company.

The last page of the Catalog is an invitation to visit the laboratories and factories at Cambridge. A map showing how to reach the plant is given.

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MILLS ADDRESSES MEMORANDUM TO ALL BROADCASTERS

A copy of a "List of Members of the American Society of Composers, Authors and Publishers and Affiliated Societies As Of April 1, 1932", together with an open letter has been forwarded by E. C. Mills, president of the Society, to all broadcasting stations in the United States.

This marks the first step in a campaign of service which the Society intends inaugurating for the information of broadcasters on any and every phase of law and practice relating to the use of copyrighted music in public performance.

Portions of the letter to the broadcasters are quoted:

"In view of the extreme importance of the subject, I make so bold as to suggest that the executives of broadcasting stations insist that responsible members of their staffs become thoroughly familiarized with the laws governing copyrighted musical and dramatic material, domestic and foreign, in relation to uses thereof in broadcast renditions.

"We quite realize that in many cases the broadcasters feel that they are required to pay entirely too much for their service of copyrighted music; and equally, the owners of musical copyrights quite generally feel that they do not receive a just compensation for the use of their product by commercial radio stations. Disregarding for the moment this fundamental

difference of opinion, it is our desire to contribute all we possibly can toward a thorough understanding of the entire subject.

"To that end we suggest that the broadcaster bear in mind the following facts:

"The validity of a copyright in a musical composition is not affected in any way by membership or non-membership of its owner in any Society or group. There are a great many copyright owners not affiliated with any Society, and because of such non-affiliation the broadcaster may not safely assume that the copyright owner is willing that his works shall be publicly performed for profit without license.

"Each and every public performance for profit of a copyrighted musical composition, without proper license from the owner of the copyright, constitutes an infringement. Repeated performances of the same composition each constitute a separate infringement."

Broadcasters, Mr. Mills points out, are wise to ascertain definitely whether they have a right to perform a composition before it is used on the air.

"A great many stations have licenses from independent copyright owners, but in any event, I strongly urge that you adopt as a regular policy such a routine as will result absolutely in a proper clearance IN ADVANCE of the broadcasting of every copyrighted composition to be rendered.

"So far as we know, additional to our own Society, the following copyright agencies are functioning in the United States: Associated Music Publishers, Inc., 25 W. 45th Street, New York; Ekan-Vogel, Inc., 1716 Sansom St., Philadelphia; Society of European Stage Authors and Composers, Inc., 113 W. 42nd Street, New York; and Society of Jewish Composers, Publishers and Songwriters, Inc., 1585 Broadway, New York."

The American Society offers a sample form for keeping a record of musical compositions used to all broadcasters for the asking.

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LUNCHEON FOR FRED WILE, Jr.

Holiday festivities will include a luncheon next Monday at the Cosmos Club in Washington for Frederic William Wile, Jr. The younger Mr. Wile, a Princeton graduate, has been making quite a name for himself in the press department of the Columbia Broadcasting System in New York City.

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RADIO COMMISSION ISSUES SPECIAL RULES OF PROCEDURE

Four rules of procedure to be followed by applicants for special authorizations for broadcasting operation have been issued by the Federal Radio Commission.

An increased number of requests of this kind and the extent to which listeners might be affected adversely led the Commission to set up the procedure. The statement, which affects all broadcast stations, follows:

"Many requests are received by the Commission for special authorizations to permit the operation of stations in a manner and to the extent which are at variance with the terms of existing licenses. Because of the increased number of such requests and the consideration that must be given to the need of such extended services and to the question whether the granting thereof might adversely affect the listeners residing in the normal service areas of other stations, the Commission has adopted the following procedure which must be adhered to by all applicants:

"1. Applications for special authorizations must be made by the licensee.

"2. Applications for special authorizations must be received in the offices of the Commission at least ten days previous to the date for which the authorization is requested.

"3. Applications made by 'limited', 'day', 'part time' or 'specified hour' stations must be supported by the consent of the dominant station or the station with which the applicant divides time. Consents must be received by the Commission direct from the stations giving them and must show whether the consent is for simultaneous operation or whether the station giving the consent is giving up the time sought by the applicant.

"4. Applicant must show the public need for such authorization".

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PRESIDENT MAY YET APPOINT SALTZMAN SUCCESSOR

A rumor filters through that President Hoover lately has been considering the appointment of a successor to General Saltzman on the Radio Commission, a vacancy which has existed for about six months. The general theory has been that the President did not make the appointment as he desired to cut the Commission from five to three members.

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SOME NBC STATISTICS FOR 1932

Two-thirds of the National Broadcasting Company's time on the air during 1932, or almost 200,000 station hours, was devoted to musical programs, according to an analysis just made public by the office of M. H. Aylesworth.

GENERAL STATISTICS: Number of programs, 51,800; Number of microphone appearances, 501,700; Station Hours, 293,000; Audience Mail, 5,000,000.

ANALYSIS OF NBC PROGRAMS: Music, 66.3 per cent; Literature, drama, lectures, etc., 16.7; outstanding events, current news and reports, 4.7; women's and children's programs, 4.5; novelty broadcasts, 3.7; physical training, 2.3; religion, 1.8.

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COLUMBIA TO HAVE NEW THEATER-STUDIO

"NBC's big experiment, turning a theater into a studio seating an audience of several hundred persons, has received the crowning indorsement," writes Don Craig in The Washington Daily News. "Columbia is going to do the same thing.

"Columbia's engineers are working night and day now to get the Chamber Music Hall in the Carnegie Hall Building into shape for next Wednesday. The first program to use the new studio will be the Pontiac Hour at 9:30 p.m. December 28."

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W.G. YOUNG JOINS NBC SALES PROMOTION DEPARTMENT

W. Garland Young, formerly with the Al Paul Lefton Company, Inc., Philadelphia advertising agency, has joined the sales promotion department of the National Broadcasting Company. Mr. Young was also formerly with the E I du Pont de Nemours & Co., Wilmington, and the Courier-Journal, Louisville, Ky.

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COMMISSION EXAMINER HEARS "CHAMPION SNORER"

Frank Wisner, press representative of the Federal Radio Commission, tells this one of the "champion snorer from Kentucky". The Radio Commission examiner was holding hearings most of last week on which of two Louisville stations should have the bigger place in the sun. A witness was testifying. Gradually it became harder and harder to hear his words.

"Wake that man up", instructed Ellis A. Yost, examiner. "He's snoring and disturbing the proceedings". The waked-up man proved to be none other than the self-admitted "champion snorer of Kentucky".

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RMA NOTES

Frank D. Scott, Washington attorney, formerly a member of Congress from Michigan, has resigned as legislative counsel of the Radio Manufacturers Association.

"With regret his resignation has been accepted by the Board of Directors", Bond Geddes, executive vice president and general manager of the organization, said, "in order that Mr. Scott can give more time to law practice, especially before the Federal Radio Commission".

As chairman of the committee in the House having to do with radio, Mr. Scott had charge of many of the laws which have molded broadcasting, including the present Radio Act.

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The RMA soon will be numbered among the many prominent trade organizations maintaining headquarters at the National Capital. The RMA offices in January will be moved from their present location at Chicago, to Washington, in charge of Bond Geddes.

Many immediate and important interests of manufacturers before Congress and elsewhere in the National Capital as well as Washington's central and administrative facilities caused the Board of Directors to decide on removal of the Association's headquarters to the Capital. The Legislative and other Capital interests, as well as its other functions will be managed by Mr. Geddes, although a Chicago office also will be retained.

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A. S. Wells, president of the Gulbransen Company of Chicago, is the new "Chief Engineer" of the RMA. He was elected unanimously by the Board of Directors to be chairman of the Association's engineering committee, succeeding Franklin Hutchinson of New York who resigned.

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A new effort to secure further reductions in freight rates is being made by the RMA. Through its traffic committee, of which Capt. William Sparks, of Jackson, Mich., is chairman, and the Association's traffic manager, WJ M. Lahl, an effort to reduce the existing minimum carload weights of 24,000 pounds on receiving sets and mixed carloads is to be taken up with the carriers Classification committee. Rates on loud speakers to the Pacific Coast and on tubes in transcontinental territory also are under consideration.

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A report on the recent Madrid Radiotelegraph Conference, to which he was the special RMA delegate, was made by Paul B. Klugh, of Chicago, to the Association's Board of Directors at New York recently. While disagreement between European and some western nations prevented agreement at Madrid to extend the broadcast band and thus improve and provide additional facilities for North American broadcasting, the ground was laid for a new North American conference, scheduled next April, when broadcasting changes may be effected which will be of great benefit to American broadcasting and possibly also to radio manufacturers.

Mr. Klugh also advised the RMA Board regarding the radio import situation in France, in connection with administration of French quota law and gave the opinion that the prospects of tariff action in France would further restrict American radio imports through proposals in France to build up its own radio industry.

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COLUMBIA'S NEW ACCOUNTS AND RENEWALS

Renewal, Wyeth Chemical Co. (Jad Salts), Blackett-Sample, Hummert & Gardner. "Aunt Jemima", songs. Tues. and Thurs. 2:00-2:15 p.m. 15 basic, 15 sup. plus Montreal and Toronto.

Renewal, Sterling Products, Inc. (Phillips' Dental Magnesia), Blackett-S-H- &G. Lyman Orchestra and Hollywood Newsboy. Tues. Wed. Thurs, 8:45-9:00 p.m. Basic 22.

Renewal, The Barbasol Co. (Barbasol). Erwin, Wasey & Co. "Singin' Sam". Mon. Wed. Fri. 8:15-8:30 p.m. Basic network less Louisville, Minneapolis.

New, Remington Rand. Batten, Barton, Durstine & Osborn. "Cowboy Tom and Indian Chief". Basic 22 plus Montreal and Toronto. Special Christmas sales drive schedule.

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CAPITAL CITY THIRD IN ORIGINATION OF PROGRAMS

A review of the activities of the Columbia Broadcasting System in Washington during the year 1932 shows that more remote control news broadcasts originated in the Capital in the twelve months under consideration than in any other single city in the United States. In addition, from a sustaining viewpoint, Washington takes its place as the third most important point on the Columbia network, only New York City and Chicago out-rating it as a point of broadcast origination during the year just past.

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DECISIONS OF THE FEDERAL RADIO COMMISSION

Applications Granted

WKBF, Indianapolis Broadcasting, Inc., Indianapolis, Ind., granted CP to move transmitter from near Clermont, Ind. to intersection of Fall Creek and extension of Keystone Ave., Ind.; WJBI, Monmouth Broadcasting Co., Red Bank, N.J., granted license covering installation of new eqpt. 1210 kc., 100 w., sharing with WGBB and WFAS (one-fourth time); KVOO, Southwestern Sales Corp., Tulsa, Okla., granted modification of CP to extend completion date to March 17, 1933; KIEM, Harold H. Hanseth, Eureka, Calif., granted modification of CP to change transmitter and studio location from Eureka Inn to Vance Hotel and extend completion date from Jan. 13, 1933 to Feb. 12, 1933;

WEBR, Howell Brdcstg. Co., Inc., Buffalo, N.Y., granted authority to remain silent on Dec. 26 in order go give employes a holiday; KICK, Red Oak Radio Corporation, Red Oak, Iowa, granted extension of authority to remain silent until such time as Court of Appeals vacates stay orders or further disposition is made of the issues involved; KGFW, Central Nebraska Brdcstg. Corp., Kearney, Nebr., granted ten-day authority to operate with 60 w. pending repair of high voltage generator; KFYR, Meyer Brdcstg. Co., Bismarck, N. Dak., granted spec. auth. to operate 12:30 to 2 p.m., CST, Dec. 26, provided KFDY remains silent; WHAM, Stromberg-Carlson Tel. Co., Rochester, N.Y., granted mod. of CP approving change in eqpt. and transmitter location, Victor Township, N.Y.;

WMBH, W. M. Robertson, Joplin, Mo., granted spec. auth. to operate from 8:30 to 9:30 p.m. CST., on the following Sundays: Jan. 1, 8, 15, 22, 29; Feb. 5, 12, 19 and 26; March 5, 12, 19 and 26; April 2, 9, 16, 23 and 30, 1933; WHDF, Upper Michigan Brdcstg. Co., Calumet, Mich., granted spec. auth. to operate from 10 to 10:30 a.m. and from 1:30 to 5:30 p.m. CST, Jan. 2, 1933; WABC-WBOQ, Atlantic Brdcstg. Corp., New York City, granted mod. of CP to extend commencement date to Jan. 10, 1933, and completion date to April 10, 1933;

City of Jacksonville, Fla., granted CP for emergency police service, 2442 kc., 100 w., and authority to install 400 w., maximum power transmitter; KQM, Aeronautical Radio, Inc., Des Moines, Ia., granted CP to change location of transmitter from Municipal Airport to (new airport) Boeing Hangar, Municipal Airport, Des Moines, Ia.; Nicholas & Warinner, Inc., portable, granted CP for temporary broadcast pickup service, frequency 1518 and 2342 kc., 200 w.; WJEC, Harvard Seismograph Station, portable, granted geophysical license, 1676, 1700 kc., 5. w.; Pennsylvania Air Lines, Inc., granted aviation-aircraft license; frequencies, 3105, 2906, 3072.5, 3082.5, 3088, *5510, *5540, 4,967.5, 4,987.5, 5,672.5, 5,692.5 kc. 50 w. (*Available only to March 1, 1933).

National Battery Brdcstg. Co., portable, granted temporary broadcast pickup license, 2390 kc., 7½ w.; KGUL, Aeronautical Radio, Inc., Abilene, Tex., granted auth. to operate transmitter by remote control in accordance with Rule 213; WKEJ, Tropical Radio Telegraph Co., Newport News, Va., granted 60-day auth. to operate station aboard vessel "Haiti", pending receipt of formal application; WHDF, Upper Michigan Brdcstg. Co., Calumet, Mich., granted spec. auth. to operate from 2 to 4:30 p.m., Dec. 18; 11:15 p.m. to 12 midnight, Dec. 24, 10 to 11:30 a.m. and 1:30 to 5:30 p.m., Dec. 26, 1932, CST.; WSYB, Philip Weiss Music Co., Rutland, Vt., granted spec. auth. to operate from 11 a.m. to 12 noon, EST., on Sundays only; from 3 a.m. EST., Jan. 1, 1933 to June 11, 1933.

Set For Hearing

WRBX, Richmond Development Corp., Roanoke, Va., mod. of license to change hours of operation from sharing equally with WHIS to sharing with WHIS.

WAPI, WAPI Broadcasting Corp., Birmingham, Ala., modification of CP to extend commencement date from June 17, 1932 to June 17, 1933, and co mpletion date from Dec. 17, 1932 to Dec. 17, 1932.

Miscellaneous

WCGU, United States Brdcstg. Corp., Brooklyn, N.Y. The Commission, upon its own motion, reconsidered its action of Dec. 13, on a petition filed by the United States Brdcstg. Corp., to hold the hearing scheduled for Dec. 16, and granted said petition. Application having been amended and hearing canceled, the Commission directed that license application 1-L-B-897 be dismissed from hearing docket and returned to applicant, and all interested parties notified.

Broadcasting Applications

WSYR-WMAC, Executors of Estate of Clive B. Meredith, Syracuse, N.Y., voluntary assignment of license to Central New York Broadcasting Corp.; WLBC, Donald A. Burton, Muncie, Ind., license to cover CP issued Nov. 9, 1932, change transmitter locally

Other Than Broadcasting

City of Columbus, Ga., CP for 2414 kcs., 50 w., municipal police; WAD, RCA Communications, Inc., Rocky Pt., N.Y., license covering CP for 4550 kcs., 40 kw., pt.-to-pt. telegraph station; WKC, same company, license for 13,465 kcs., 40 kw., pt.-to-pt. telegraph station; WES,WKQ, same company, New Brunswick, N.J., mod. of license for change in points of communication to Angora and Beyrouth; WEV, mod. of license for change in pts. of communication to Managua and San Jose; WAZ, mod. of lic. for change in pts. of communication to Mexico City; WQY, same company, Rocky Point, N.Y., mod. of license for change in points of communication to Moscow, Reykjavik; WQW, mod. of license

for change in points of communication to Berlin, Monrovia; WGU, same company, San Juan, Porto Rico, mod. of license for change in points of communication to New York;

KQM, Aeronautical Radio, Inc., Des Moines, Ia., CP for change in location of transmitter to new municipal airport aeronautical station; Santa Cruz Oil Co., San Francisco, CP amended to change frequency to 41,000 kc., gen. exp., license application amended to change frequency to 51,400 kc., gen. exp., WKF, American Telephone & Telegraph Co., Lawrenceville, N.J., WOG, Ocean Gate, N.J., amendment to application for four new frequencies, 4752.5, 8560, 12,840, 17,120 kc.; KGUX, Aeronautical Radio, Inc., Dallas, Tex.; WSDW, Newark, N.J.; WSDY, Atlanta, Ga.; WSDV, Columbus, Ohio; KGTI, Salt Lake City, Utah; WSDU, Boston, Mass.; mod. of CP for ext. of time; aviation airport station, license for 2442 kc., 400 w., spec. experimental station to be located in Duluth, Minn.;

The following renewal applications were received covering coastal telegraph station licenses:

WLC, Central Radio Tel. Co., Rogers City, Mich.; WOU, New England Tel. & Tel. Co., Marshfield, Mass.; Mackay Radio & Tel. Co., WSL, Sayville, N.Y.; WSF, New York City; WMR, West Palm Beach, Fla.; WAG, nr. Rockland, Me.; KOK, Clearwater, Cal., KFS, nr. Palo Alto, Calif.; and KEK, Hillsboro, Oreg.; WOD, Magnolia Radio Corp., Beaumont, Tex.; WAX, Tropical Radio Tel. Co., Hialeah, Fla.; Radiomarine Corp. of America, 3 miles west of Savahnah, Ga. WSV; WSC, Tuckerton, N.J.; WSA, New London, Conn.; WRL, Duluth, Minn.; WPA, Pt. Arthur, Tex.; WOE, Palm Beach; WNY, Brooklyn, N.Y.; WMH, Baltimore, Md., WIM, Marion, Mass.; WGV, Galveston, Tex.; WGO, Chicago, Ill.; WGK, Blue Ash, Ohio; WCY, West Dover, O.; WCM, Chatham, Mass.; WCC, Marion, Mass.; WBL, Buffalo, N.Y.; and KSE, Torrance, Calif.; KPK, Portland, Oreg.; KPH, Bolinas, Calif.; and KJV, Boyton, Tex.; renewal of coastal telephone station license, WOO, American Tel. & Tel. Co., Ocean Gate, N.J.; renewal of coastal harbor station license, Southern California Telephone Co., nr. San Pedro, Calif.

Broadcasting Applications (Cont'd from P. 11)

WCGU, United States Brdcstg. Corp., Brooklyn, N.Y., CP to move transmitter to Long Island City, N.Y., amended to move transmitter to 1659 Cypress Ave., Brooklyn, N.Y.; New, National Union Indemnity Association, Shreveport, La., CP for new station to use 850 kc., 10 kw., share with WWL, requesting facilities of KWKH, Shreveport, La., amended to request unlimited time and facilities of WWL, New Orleans, La. and KWKH; KMJ, James McClatchy Co., Fresno, Calif., license to cover CP issued July 22, 1932 to move transmitter locally, new eqpt. change freq. and power from 1210 kc., 100 w. to 580 kc., 500 w.; WSBC, World Battery Co., Inc., Chicago, Ill., mod. of license to cover change in corporate name only to WSBC, Inc.

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HEINL RADIO BUSINESS LETTER

INSURANCE BUILDING WASHINGTON, D. C.

ISSUED TWICE A WEEK AND CONTAINING THE LATEST INFORMATION REGARDING THE RULINGS OF THE FEDERAL RADIO COMMISSION, RADIO LEGISLATION, DEPARTMENT OF COMMERCE REGULATIONS, CHANGES IN WAVELENGTH, CALL LETTERS AND POWER, PATENTS, EXPORTS, FEDERAL TRADE COMMISSION RULINGS AND OTHER MATTERS OF INTEREST TO BROADCASTERS AND MANUFACTURERS. :: :: CONFIDENTIAL—NOT FOR PUBLICATION. :: ::

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No. 588

NOTE: THERE WILL BE NO ISSUE OF THE BUSINESS LETTER ON MONDAY, JANUARY 2, A LEGAL HOLIDAY. - R.D.H.

RECEIVED
DEC 30 1932

SENATE SCRUTINIZES RADIO COMMISSION

The procedural policies of the Federal Radio Commission have been enquired into in every detail by the Senate Interstate Commerce Committee and several criticisms have been made as a result of this scrutiny. Senator Dill, who is thoroughly familiar with the Radio Act of 1927, having had a hand in framing it, is weighing each of the proposed amendments with care.

Every comment from the Senator from Washington is awaited with interest by those concerned with or affected by radio legislation because it is believed that his opinion is likely to carry considerable weight in radio matters after March 4th, because of the influence it is supposed he will have in the new administration.

It is not unlikely that Senator Dill will become the chairman of the Interstate Commerce Committee. Senator Ellison D. Smith, the ranking member, is said to be slated for chairmanship of another committee, and Senator Key Pittman, who ranks next to Smith and just ahead of Dill, is also likely to become the chairman of another committee, thus placing Dill in line for this post.

Senator Dill told the Committee that the Radio Commission "has practically frozen" radio facilities in the country, and because of this "it is virtually impossible to get expanded service and new stations".

This followed his criticism of the Commissioners: "As it is going now, we might just as well abolish the Commission and keep one man as Commissioner to serve the radio industry better".

"This policy must be changed or the Commission must be reduced", he added, pointing out that the Commission handled 39 cases itself and actually sat 218 days in considering them.

Duke Patrick, Commission counsel, replied to Mr. Dill that he did not think the facilities were frozen, but that because of the enormity of its duties the commission had to lay down broad regulatory principles.

Taking a shot at the practice of the Radio Commission delegating preliminary hearings to examiners, Senator Dill said it looked as if a point had been reached where the examiners ought to be confirmed by the Senate instead of the Commissioners.

Defending the examiners' system, Patrick declared the elimination of examiners in conducting hearings and making reports and recommendations to the Commissioners would impose on the Commissioners too much detail and they could

not handle all of the work before that body.

James W. Baldwin, secretary of the Commission, said the elimination of examiners will "require members of the Commission to sit, and this will only impede the progress of the Commission".

Senator Dill said that the reason the bill carries the provision eliminating the examiners is because "there are complaints that there is not enough work for the Commission". Mr. Baldwin said: "These complaints are not justified".

Mr. Baldwin then testified that the Commission actually handled 10,000 individual matters during the past year and handed down separate opinions in reference to each matter. There were 30,000 other matters handled by the Commission and 500,000 letters sent out, he added.

Mr. Patrick explained that it is more desirable to have the examiner write the findings and recommendations. An oral argument, he pointed out, may be had before the Commission. When questioned if the Commission did not usually uphold the examiner's report, he said this was true because they are right in the majority of instances.

Then, Senator Dill replied, the examiners are doing the work of the Commission and one or the other ought to go. He cited the importance of economy in Government expenditures at this time.

Objection was made to permitting appeals from orders of the Commission suspending or revoking a station license to a District Court of the United States for the district in which the transmitting apparatus is operated. Mr. Patrick asserted that two additional persons will be required to represent the Commission, and the cost here can not be met under present appropriations. Such a procedure, he explained, will tend to promote a number of conflicting decisions by different jurisdictions. The present procedure, with appeal to the Court of Appeals of the District of Columbia, tends to build up a uniform system. Otherwise these differences will have to be ironed out ultimately, he said.

Senator Dill explained that this provision was included to relieve the small station owner from the cost of coming to Washington to argue his case. He further said there appears to be no danger of conflicts among the courts.

Senator Dill inserted a letter from Commissioner Thad H. Brown of the Radio Commission citing the personnel and reduction under the economy program. He called attention to the elimination of 50 persons by the consolidation of the Radio Section of the Department of Commerce with the Commission. A cut of $115,970 in the appropriation was cited.

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COMPOSERS OFFER TO COMPILE SIGNATURE SONGS FOR AIR

The American Society of Composers has sent the following bulletin to all licensed broadcasting stations:

"Considerable confusion and some irritation as between broadcasting stations, and in some cases between radio advertisers and stations, is resulting from the duplication of signature music. In other words, when some certain musical number has been chosen as the signature for a program at a certain station, under present conditions, another station may not or does not have any knowledge of that particular fact and not infrequently adopts the same composition. The result is, of course, that the value of the signature as a 'trade mark' becomes very much lessened. There are several million musical compositions from which to choose and such duplications ought not to be necessary and therefore, with a view solely to assisting in regulation of this situation, we are entirely agreeable to performing the following service:

"If each of the broadcasters will at once mail us a list of the titles of all of the regularly used signature numbers, we will establish an index to them, and immediately upon completing the index we will mimeograph and forward to each broadcaster a detailed list of all signatures used in the United States.

"Thereafter, if broadcasters will either write or wire us regarding signatures which they wish to adopt for programs we will register all such new signatures in the index and keep all of the broadcasters advised on this matter.

"This is entirely a 'service' proposal; and it has been suggested that a Registry of Signatures handled in this manner at some central source would be worth the trouble.

"If you decide that you wish to cooperate please send us a list of all your signatures tabulated under the following headings: Title of program, title of signature and publisher.

"Whether or not we undertake this service which will involve a very considerable amount of clerical work will depend entirely upon the reaction of the broadcasters generally to the suggestion that this sort of information ought to be available."

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C O R R E C T I O N

We notice in our issue of December 22 that we referred to E. C. Mills as "president" of the American Society of Composers. This was a slip on our part. Mr. Mills is, we believe, the General Manager. Gene Buck, as is well known, is the President of the Composers, and has been as long as this writer has had any knowledge of the Society. - R.D.H.

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MORE LIBERAL TAX REDUCTION ALLOWED STATIONS

The Income Tax Unit of the United States Treasury Department has just made a ruling of importance to owners of radio stations. The Revenue Act of 1928 in providing for deductions from gross income states as follows:

"Sec. 23: In computing net income there shall be allowed as deductions:

"(a) Expenses- All the ordinary and necessary expenses paid or incurred during the taxable year in carrying on any trade or business, * * * "

Apparently the ruling of the Income Tax Unit on legal expenses incurred by radio stations in defending their assignments or applying for better assignments had been held not to be "ordinary" expenses and had refused to allow the stations to deduct them in computing their income tax.

In a recent case handled by Littlepage, Littlepage & Spearman before the Income Tax Unit, they succeeded in convincing the Department that their ruling in declining to permit a certain broadcaster to deduct the legal expenses incurred in litigation before the Radio Commission in connection with the assignment of a West Coast station was in error, and that the expense was both "ordinary and necessary" in the language of the Act. The Income Tax Unit reversed their holding and permitted the deduction.

This has the effect of allowing those engaged in the operation of radio broadcasting stations a more liberal deduction in determining net income than is usually allowed corporations engaged in other lines of business.

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RADIO IMPORTS TO BE REGULATED BY SWISS

The importation of radio apparatus into Switzerland will be subject to authorization by the Government in the future, the Federal Council has decided. Radio imports, up to now, have been almost without regulation or duties.

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CAPITAL FIRE DEPARTMENT TRIES OUT RADIO

Experiments were made recently in two-way short-wave communication for the benefit of the Washington Fire Department. Light weight, low power, portable transmitting and receiving sets are now being manufactured, by means of which fire men inside a burning building may be communicated with or warned of the probability of a wall falling or a floor caving in. Radio Corporation of America is the manufacturer.

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DENIAL OF BOSTON TELEVISION EXPERIMENTAL LICENSES RECOMMENDED

A recommendation was made to the Federal Radio Commission by Examiner Elmer W. Pratt that the applications of Shortwave Broadcasting Corp., Shortwave & Television Laboratory, Inc. and Shortwave & Television Corp., all of Boston, Mass., be denied.

Shortwave Broadcasting Corp. sought a license for an experimental relay station (W1XAL), a new transmitter for which has recently been constructed in Boston pursuant to a construction permit granted by the Commission. The application of the Shortwave Television Laboratory, Inc., was for renewal of license for experimental television station W1XAV.

The applications of the Shortwave and Television Corp. were for (1) a license for an experimental television station (W1XG) recently constructed pursuant to a construction permit granted by the Commission, and (2) a renewal of license for special experimental station W1XAU used for transmitting sound in connection with television.

Denial of the application of the Shortwave Broadcasting Corp. was recommended, because it appears that it is applying for an experimental relay broadcasting station (W1XAL) which has been constructed and will be operated by the Shortwave & Television Corp., a corporation other than the licensee, without the proper supervision and control of the licensee. The granting of an application would be inconsistent with the Commission's policy of granting licenses only to parties who actually are to be engaged in the operation of the station licensed.

In recommending denial of the application of the Shortwave & Television Laboratory, Inc. (W1XAL), it was pointed out by the examiner that the Shortwave & Television Corp. has completely absorbed the Shortwave & Television Laboratory, Inc. which entirely owns, controls and operates W1XAV. To grant a license would be inconsistent with and contrary to provisions of the Radio Act and the policy of the Commission to grant renewal licenses only to the party actually operating the station involved. Mr. Pratt pointed out that the Shortwave & Television Corp. (W1XG and W1XAU) should be denied its application because it is "completely dominated and controlled by the General Electronics Corporation" and has used its privileges "as a basis for stock promotion activities out of all proportion to the actual accomplishments or prospects of accomplishment".

Some worthwhile experimental work, the examiner wrote, has been achieved by the corporation. However, "past stock manipulations" and those proposed "lead to the conclusion that future activities of the Shortwave & Television Corp. will be primarily for the purpose of furthering sales of General Electronics stock".

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FORTUNE MAGAZINE REVEALS COMPOSERS' INCOME

The 1931 income of the American Society of Composers, Authors and Publishers from licenses issued to all places where its music was publicly performed for profit was $1,971,000. Of this amount radio contributed the largest amount, $939,500. Then came motion pictures, $665,000; dance halls, $135,000; hotels, $89,000; restaurants, $79,500; carnivals, circuses, etc. $63,000.

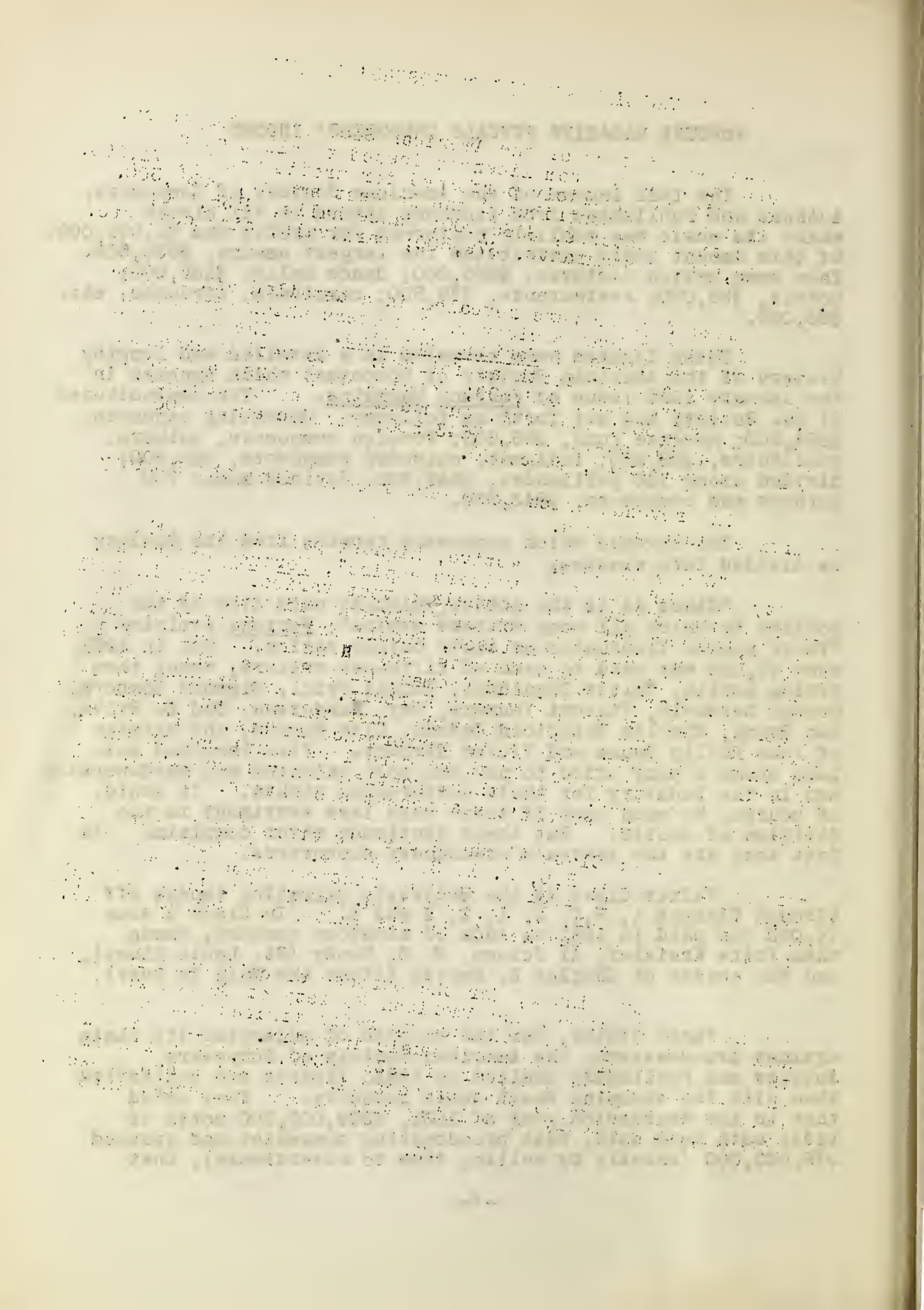
These figures were revealed in a detailed and lengthy history of the American Society of Composers which appears in the January 1933 issue of Fortune Magazine. The expenditures of the Society are set forth as follows: Operating expenses, $394,200; Reserve fund, $96,600; Foreign composers, authors, publishers, $96,600; indigent, outmoded composers, $96,600; divided among 100 publishers, $643,500; divided among 700 authors and composers, $643,500.

The revenue which composers receive from the Society is divided into classes.

"Class AA is the active, highest paid list of the Society to which all song writers aspire", Fortune explains. "Their number fluctuates as their output varies. But in 1931 some $5,000 was paid to each of fifty-one writers, among them Irving Berlin, Walter Donaldson, Rudolf Friml, Sigmund Romberg, George Gershwin, Vincent Youmans, Ray Henderson, Bud De Sylva, Lew Brown, Charles Wakefield Cadman, Oley Speaks, the estates of John Philip Sousa and Victor Herbert. Five thousand dollars seems a puny price to pay the most talented and hard-working men in the industry for their performance rights. It would, of course, be much more if there were less sentiment in the division of spoils. But these gentlemen never complain. In fact they are the system's staunchest supporters.

"After Class AA the Society's prorating tapers off through Classes A, B, C, D, 1, 2, 3 and 4. In Class A some $4,000 was paid in 1931 to each of nineteen members, among them Fritz Kreisler, Al Jolson, W. C. Handy (St. Louis Blues), and the estate of Charles K. Harris (After the Ball Is Over).

"Last winter, for the purpose of enlarging its claim against broadcasters, the American Society of Composers, Authors and Publishers chalked up radio figures and contrasted them with the slumping sheet music industry. They noted that in the depression year of 1931, $309,000,000 worth of radio sets were sold, that broadcasting companies had grossed $78,000,000 (chiefly by selling time to advertisers), that



$25,000,000 had been spent in station equipment.

"None of these figures would have been possible without the aid of music which usually takes up approximately 75 per cent of radio's time. Out of the $412,000,000 worth of radio business in 1931, the Society reckoned that the $939,500 it received was less than $1 out of every $400 realized. Publishers' figures revealed that "Ramona", the outstanding hit of 1927, sold 3,000,000 copies; that 1929's hit, "The Stein Song", sold 900,000 copies; that a song today does well to sell 200,000 copies.

"In the first six months of 1932, the National Broadcasting Co. alone grossed $15,000,000, an increase of $3,000,000 over the first six months of 1931. Sheet music sales hit a new low. And the American Society of Composers, Authors and Publishers threatened to withdraw all the music it controls from the air unless, in addition to the existing sustaining fee, radio would turn over 5 per cent of its gross receipts. The National Association of Broadcasters refused, but after months of bickering it agreed to hand over 3 per cent of the net receipts in 1933, 4 per cent in 1934, 5 per cent in 1935. On this basis the Society hopes for $2,000,000 from radio this year (as against $939,500 for 1931).

"Radio is irritated by what it calls "extortionate copyright fees' and it has appointed a tsar, Oswald Francis Schuette, to help individual stations make their adjustments with the Society. Radio claims that it is glad enough to have the songwriters organized, glad not to have to go pounding up and down Broadway interviewing each composer before it plays his music. But radio will not take full blame for the more-than-depressed sheet-music industry which, it says, had started downhill before the days of broadcasting. And Tsar Oswald Schuette points out that trying to keep a hundred music publishers in business is the equivalent of preserving so many livery stables and the expense of taxicab owners. He advocates the Canadian system, where a tribunal passes on the fairness of copyright fees.

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BRIG. GEN. CARTY DIES FOLLOWING OPERATION

Brig. Gen. John J. Carty, retired vice president and chief engineer of the American Telephone & Telegraph Company died in Johns Hopkins Hospital of cardiac complications following an operation. Many important developments in the fields of telephonic, telegraphic and radio communication were attributed to General Carty.

General Carty had been recognized as the "creator of telephone engineering", and had been called the world's greatest telephone engineer.

In honor of his feat in linking the nation's radio stations by telephone so that speakers in every corner of the country were enabled to address an audience estimated at 50,000,000, the United States once was characterized as "Carty's Hall".

Later with telephone improvements which he perfected he flashed the spoken word from New York across the Atlantic to Paris, 3,700 miles away, by radio-telephone, and across the continent, and the Pacific to Honolulu, 4,900 miles away.

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ERIE, PA. STATION ORDERED TO CEASE OPERATION

The Federal Radio Commission has ordered Station WERE, operated by the Erie Dispatch-Herald Broadcasting Corp., Erie, Pa. to cease operation Jan. 1. The order of the Commission followed its denial of the application of the station for a construction permit, modification of its license, and reneval of license.

The Commission found that the transmitting equipment of Station WERE is "obsolete and incapable of efficient operation" and the applicant does not possess sufficient financial resources to insure either the installation or modern equipment or the future operation of the station in a proper and acceptable manner. The area receives good service, the Commission held, and the deletion of the station will not deprive the listeners of any substantial service not otherwise received.

The station has been in operation since 1928 and at present operates on 1420 kilocycles and 100 watts and unlimited time. Commissioner Thad H. Brown dissented without comment.

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HARBORD OPPOSED TO FOREIGN DIRECTORS ON COMMUNICATIONS COMPANIES DIRECTORATES

Maj. Gen. James G. Harbord, president of the Radio Corporation of America, laid before Secretary Stimson his opposition to the section of the omnibus bill amending the Radio Act of 1927, now being considered by the Interstate Commerce Committee, which would require American communications companies working with similar concerns abroad to grant the foreign corporations 20 per cent representation on their own directorates. General Harbord gave the same reasons as Secretary of the Navy Adams, who recently appeared before the committee. He said he believed the measure if passed would work against the interest of the American Government in war time as it would make more difficult the protection of confidential information. He sought official aid against the bill.

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NBC NEW ACCOUNTS AND RENEWALS

Renewal, Centaur Co. (Fletcher's Castoria) 80 Varick St., NYC. Agency: Young and Rubicam, 285 Madison Ave., NYC. Starts Jan. 1, 1933 for 13 weeks. Sundays, 5:30-6:00 p.m., EST. Basic blue. Program: "Pages of Romance" dramatic and musical - Elsie Hitz and Allyn Joslyn, Adele Ronson & Ned Weaver, dramatic. Graham Harris' orchestra - musical.

Renewal, Centaur Co. Starts Jan. 2, 1933 for 13 weeks. Mondays, 11:15-11:30 a.m. Basic red, NW, SE, SC, SW. "Radio Household Institute" - dramatic - Household Sketch.

New, E. R. Squibb (Pharmaceutical Supplies), 745 Fifth Ave., NYC. No agency. Starts Jan 1, 1933 for 13 weeks. Sundays, 4:30-5:00 p.m., EST. Basic Red. Program: Frank Black - Revelers Orchestra.

Renewal, The Pepsodent Co. (Toothpaste and Antiseptic), 919 N. Michigan Ave., Chicago, Ill. Agency: Lord & Thomas & Logan, 919 N. Michigan Ave. Starts Jan. 2, 1933 for 52 weeks, daily exc. Sat. and Sun. 7:00-7:15 p.m. and 11:00-11:15 p.m. EST. Program: "Amos 'n' Andy" - Blackface comedians Correll and Gosden; orchestra direction Joseph Gallichio.

New, William R. Warner Co. (Sloan's Liniment), 113 W. 18th St., NYC. Agency: Cecil, Warwick & Cecil, 230 Park Ave., NYC. Starts Jan. 22, 1933 for 12 weeks. Sundays 9:00-9:30 p.m. Basic Blue. Program: "Warden Lewis E. Lawes in 20,000 Years in Sing Sing", Warden Lawes of Sing Sing in a dramatic sketch taken from his book, "20,000 Years in Sing Sing".

Renewal, Reid Murdock & Co. (Monarch Brand Food Products), 314 N. Clark St., Chicago, Ill. Agency: Rogers & Smith, 20 N. Wacker Drive, Chicago, Ill. Starts Jan. 1, 1933 for 13 weeks. Sundays 2:00-2:15 p.m. EST. Network WJZ WBZ WBZA WHAM KDKA WGAR WJR WCKY WMAQ KWK WREN KOIL KWCR KSO WTMJ KSTP WIBA WEBC WDAY KFYR WWNC WJAX WFLA KGO KFI KOA KDYL Program: "Monarch Mystery Tenor" - tenor and string trio.

New, Buick-Olds-Pontiac Sales Company (Motor Cars), Detroit, Mich. Agency: Campbell-Ewald Co., Detroit. Starts Jan. 7, 1933 for 13 weeks. Saturdays, 9:00-10:00 p.m. Jan. 7th only, 9:30-10:00 p.m. Jan 14, 1933 and thereafter. NEtwork: WEAF WTAG WEEI WJAR WCSH WFI WFBR WRC WGY WBEN WCAE WTAM WWJ WSAI WMAQ KSD WOC WHO WOW WDAF WTMJ WIBA KSTP WEBC WDAY KFYR WSB WKY WBAP WOAI KOA KDYL ORANGE KFSD Program: Hotel Waldorf Astoria Jan. 7 only. Jan. 14 and thereafter George Olsen, Ethel Shutta and Gus Van.

Renewal, Lady Esther Company (Face Cream and Powder), 5720 Armitage Ave., Chicago, Ill. Stack Goble Advertising Agency, 8 So. Michigan Ave., Chicago. Jan. 3, 1933 for 13 weeks. Tuesdays- 8:30 -9:00 p.m. EST. Network WEAF WEEI WJAR WTAG WCSH WFI WFBR WRC WGY WBEN WCAE WTAM WWJ WSAI WMAQ KSD WOC WHO WOW WTMJ WIBA WEBC (KSTP 8:45-9:00 p.m.) Program Wayne King and his Orchestra and Lady Esther.

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Applications Granted

WMBH, W. M. Robertson, Joplin, Mo., granted CP to make changes in equipment, install new 250 w. maximum rated power transmitter; WJBO, Waldemar Jensen, New Orleans, La., granted consent to voluntary assignment of license to Baton Rouge Broadcasting Co., Inc.; WJBO, Baton Rouge Broadcasting Co., New Orleans, La., granted CP to move station and studio to be located in Heidelberg Hotel, transmission at a location to be determined; also granted authority to make tests to determine exact transmission location; KTW, First Presbyterian Church, Seattle, Wash., granted authority to operate from 9:30 a.m. to 10:30 p.m. Sundays and 7:30 to 10:30 p.m. Thursdays from Dec. 22 to Feb. 22, 1933;

WFBR, Baltimore Radio Show, Baltimore, Md., granted authority to revert to indirect system of determining power in order to make changes in the antenna; WNBW, Inc., Carbondale, Pa., granted ext. of auth. to remain silent for 60 days from Dec. 18, 1932; WSVS, Seneca Vocational High School, Buffalo, N.Y., granted auth. to remain silent from Friday afternoon, Dec. 23, to 8:30 a.m., Jan. 3, 1932; KUJ, Inc., Walla Walla, Wash., granted auth. to operate unltd. time for an additional period of 90 days. Station is normally licensed to operate daytime on 1370 kc.; however, on Nov. 2 the Commission authorized KUJ to operate unlimited time during the months of November and December); WTAW, Agricultural and Mech. College of Texas, College Station, Tex., granted auth. to remain silent from Dec. 14, 1932 to Jan. 2, 1933; WFDV, Rome Brdcstg. Corp., Rome, Ga., granted spec. auth. to operate from 3 to 5 p.m. CST, Dec. 25, 1932; KFJB, Marshall Electric Co., Inc., Marshalltown, Ia., granted spec. auth. to operate from 3 to 6 p.m., CST, Jan. 2, 1933; Baltimore Police Department, Baltimore, Md., granted CP for police service, 2414 kc., 500 w.;

Bayonne Police Department, Bayonne, N.J., granted CP for general experimental service, frequencies 41,000, 51,400, and 60,000 to 400,000 kc., 5 w.; Capt. J. J. Lamb, Trenton, N.J. granted gen. exp. CP, frequencies 60,000-80,000 kcs., 25 w.; Julius Brunton & Sons Co., San Francisco, Calif., granted gen. exp. license, frequencies 70,000-75,000 kc., 10 w.; WSDW, Aeronautical Radio, Inc., Newark, N.J.; WSDU, Boston, Mass.; granted mod. of CP extending commencement date to Dec. 19, 1932, and completion date to April 19, 1933; WSDY, same company, Atlanta, Ga.; KGUX, Dallas, Tex.; WSDV, Columbus, Ohio, granted mod. of CP to extend commencement date to Dec. 22, 1932 and completion date to April 22, 1933; KGTI, same company, Salt Lake City, Utah, granted mod. of CP extending commencement date to Dec. 6, 1932, and completion date to April 6, 1933.

WSE, Mackay Radio & Telegraph Co., Inc., nr. Montauk N.J., granted marine relay licenses; frequencies 500, 392 kc.; 472 kc. if no interference is caused to service ofother stations, 5 kw. KWJ, KNK, KNW, KWQ, Palo Alto, Calif., granted mod. of fixed public pt.-to-pt. telegraph license to June 1, 1933, 13,000 kc., 20 kw.

KGZJ, City of Phoenix Police Dept., Ariz., granted license for police station, 2430 kc., 100 w.; Eastern Air Transport, Inc., granted aviation-aircraft license; Mackay Radio & Telegraph Co., Sayville, N.Y., granted to June 1, 1933, fixed public pt. to pt. telegraph license, 32.6 kc., 100 w., to communicate with Germany, France, Austria-Hungary, and ship subscribers to press service of station; Aeronautical Radio, Inc., Duluth, Minn., granted spec. exp. license for one month, 2442 kc., 400 w. to cooperate with Duluth Police Dept. to make survey of City of Duluth to determine location of municipal police radio station; WGS, Government of Puerto Rico, Bureau of Insular Telegraph, Vieques, P.R.; WKZ, Cieba, P.R., granted renewal of fixed public pt. to pt. telegraph license to June 1, 1933; 194 kc., 50 w., 8 to 11 a.m., 1 to 5 p.m., 6:30 to 7:30 p.m. weekdays; 9 to 11 a.m., 6:30 to 7:30 p.m. Sundays and holidays;

W6XZ, Don Lee Brdcstg. System, Los Angeles, Calif., granted spec. television license, 2100-2200 kc., 1 kw.; WPDW, Police Dept., Washington, D.C., granted CP to install new eqpt.; Carnegie Institute of Washington, D.C., granted authority to test radio eqpt. which is to be used in Peru and western Australia for measurements of the ionized regions of upper atmospheric in accordance with International Polar Year program; KHVDW, Hartung Aircraft Corp., Detroit, Mich., granted ext. of auth. to operate eqpt. aboard airplane NO-211-V for period of 15 days, subject to filing formal application for license, 3105 kc., 10 w.; WKCM, Mackay Radio & Telegraph Co., San Francisco, Calif., granted temp. auth. not exceeding 60 days to operate station aboard vessel "Sierra" pending receipt of formal appl., 100 w. high freq. transmitter; KDCI, Tropical Radio Telegraph Co., New York City, granted 60-day auth. to operate station aboard vessel "Zacapa" as first and third class pending receipt of renewal license. WVAU, New York, granted 60-day auth. to operate transmitter aboard "Southern Sword", freq. range 375 to 500 kc., third class public service.

Set For Hearing

KWLC, Telegraph-Herald, Decorah, Ia., CP to move station to Dubuque, and make changes in ept.;KWLC, Luther College, Decorah, requests consent to vol. assignment of license to Telegraph-Herald; WTBO, Associated Brdcstg. Corp., Cumberland, Md., requests involuntary assignment of license from Interstate Brdcstg. System, Inc. to Associated Brdcstg. Corp.; WEBR, Howell Brdcstg. Co., Inc., Buffalo, N.Y., mod. of lic. to use either the present main transmitter or the aux. as the main transmitter at nighttime; WFFA, New Hampshire Brdcstg. Co., Manchester, N.H. requests lic. to cover CP 1430 kc., 500 w., unltd. time. (Station is now operating on 1430 kc., unltd. time, by virtue of an extension of rider on CP. This station and five others are conducting matched freq. experiments to ascertain nature and extent of interference created by this type of operation).

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JUDGE SYKES BACK AT DESK AT COMMISSION

Judge E. O. Sykes, a member of the U.S. delegation to the Madrid Radiotelegraph Conference, has returned to his desk at the Federal Radio Commission after an absence of nearly four months.

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HEINL RADIO BUSINESS LETTER.

July - Dec. 1932.

DATE ISSUED TO

July-Dec 1932

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